

# TIME

FURY  
OVER  
MUHAMMAD

## IS AMERICA FLUNKING SCIENCE?

Our superiority was once the envy of the world. But we are slacking off just as other countries are getting stronger. What's the formula for a comeback?

BY MICHAEL D. LEMONICK



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**22 Chem major Melissa Gao** prefers a career in business

# TIME

February 13, 2006  
Vol. 167, No. 7

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**COVER:** Photo-Illustration for TIME by Aaron Goodman. **INSET:** Photograph by Khaled al-Hariri—Reuters

TIME (ISSN 0040-781X) is published weekly, except for two issues combined at year-end by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, N.Y. 10020-1393. Ann S. Moore, Chairman, CEO, Richard Atkinson, Treasurer, John S. Redpath Jr., Secretary. Periodicals postage paid at New York, New York, and at additional mailing offices. © 2006 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. The basic rate for a one-year subscription to TIME is \$49. **Subscribers:** If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. **POSTMASTER:** Send address changes to TIME, P.O. Box 30601, Tampa, Florida 33630-0601. **CUSTOMER SERVICE AND SUBSCRIPTIONS—For 24/7 service, please use our website: [www.time.com/customerservice](http://www.time.com/customerservice).** You can also call 1-800-843-TIME or write to TIME at P.O. Box 30601, Tampa, Florida 33630-0601. **Mailing List:** We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 60001, Tampa, Florida 33630, or send us an e-mail at [privacy@time.com](mailto:privacy@time.com). Printed in the U.S.

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PETER DE LOS SANTOS FOR TIME

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DAVID PHIBBS—AP/WIDEWORLD



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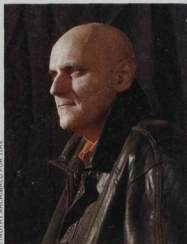
68 Clarkson: determined, shrewd and kind of, well, cool

LEISA ROSE



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53A Why the Web looks different in Boston than it does in Beijing



TIMOTHY ARCHIBALD FOR TIME

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JAYE GONZALEZ FOR TIME

### THE WINTER OLYMPICS

TIME's Sean Gregory, Alice Park and Bill Saporito will provide daily coverage of Apolo Anton Ohno, above, and the rest of the athletes at [TIME.COM/OLYMPICS](http://TIME.COM/OLYMPICS)

### ASK JOE

Political columnist Joe Klein takes readers' questions



**TUNED IN**  
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Poniewozik's TV  
blog at [time.com](http://time.com)

## TIME ONLINE EDITION

As Congress holds hearings this week on the Bush Administration's controversial domestic-eavesdropping program, TIME Washington correspondents Mike Allen, Massimo Calabresi and Timothy Burger will have up-to-the-minute news and analysis at [time.com](http://time.com)



**SPY CENTRAL** President Bush spoke to staff members at the top-secret National Security Agency during a visit to its threat operations center in January



## Charlie rose

TIME journalists appear regularly on PBS with interviewer Charlie Rose to discuss the events of the week and the fascinating characters and major ongoing stories they are following. Check out [charlierose.com](http://charlierose.com) for up-to-date schedules, show transcripts and the Charlie Rose Show message board.

BROOKS KRAFT—COMBOS FOR TIME

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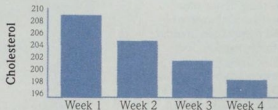
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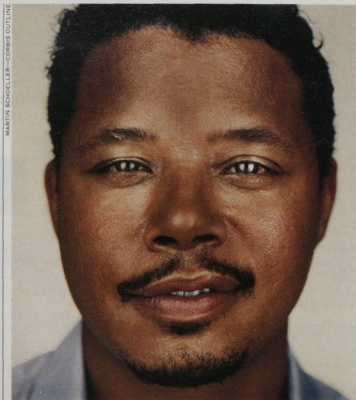
# 10 QUESTIONS FOR TERRENCE HOWARD

**H**e's still beaming over the early-morning revelation. Terrence Howard, 36, woke up last Tuesday to find that he had been nominated for a Best Actor Oscar for *Hustle & Flow* and that another film in which he co-starred, *Crash*, was up for Best Picture. He spoke to TIME's Desha Philadelphia about portraying a pimp so convincingly and why his success in Hollywood has been bittersweet.

**YOU ARE BEING CALLED AN OVERNIGHT SUCCESS, BUT YOU'VE BEEN WORKING STEADILY FOR A LONG TIME.** That's just the nature of this business. There are so many talented people here, and there are so many different machineries working for the other talents. It's a combination of luck and preparation in order for all this to happen. You know how many brilliant performances there were this year? But it's almost like what they say in [Paulo Coelho's] *The Alchemist*, "When you seek out your own personal legend, the universe conspires."

**SO YOU DON'T BUY ANY OF THE TALK THAT BEING NOMINATED OR WINNING AN OSCAR DOESN'T MEAN MUCH IN TERMS OF FUTURE SUCCESS?** No. You've got to think that for the rest of my career, the title of Academy Award nominee—and possibly winner—will always be there. That's a hell of a calling card. It's like when a doctor receives his degree. There's always that *Dr.* in front of his name.

**WHAT KIND OF OFFERS HAVE YOU BEEN GETTING SINCE THESE MOVIES CAME OUT?** Mostly more challenging roles. I used to tell executives and producers years ago, "When you find a character that you need but you just cannot find the right person to pull him off—if there is a dichotomy about him, some strange anomaly—that's



when I want you to call me." I want to be the condensation on the glass. I want to be that phenomenon that takes place between hot and cold.

**AND IT NOW FEELS AS THOUGH YOU'LL GET THOSE KINDS OF ROLES?** Yes. They are already being offered. But a lot of it is now about creating. You've got to look at what George Clooney has done. Yeah, you can go and buy a car, rent a car or lease one. But there is nothing like designing your own vehicle.

**YOU PREPARED FOR YOUR OSCAR-NOMINATED ROLE IN *HUSTLE & FLOW* BY HANGING OUT WITH REAL-LIFE PIMPS. WHAT WERE THEY LIKE?** Like you and me. People who had made bad choices in their lives, and sometimes the bad choices can follow you for a long way.

**IN *CRASH*, YOU FACE DISCRIMINATION AS A YUPPIE TV DIRECTOR, WHICH IS WORLDS AWAY FROM THE PIMP YOU PLAYED. DID THAT MAKE YOU**

**THINK ABOUT RACE IN HOLLYWOOD?** We're all caught up under this umbrella of political correctness, which I truly believe is a front for bigotry because we don't learn about each other. Until people start being truly honest—that's when we'll be able to bring an end to the problems we see associated with race in Hollywood and the rest of the world.

**YOU'RE GETTING DIVORCED, AND YOU'VE BEEN UP FRONT ABOUT THE FACT THAT YOU'VE BEEN SO BUSY THIS YEAR THAT IT HAS AFFECTED YOUR PERSONAL RELATIONSHIPS. DOES THAT MAKE YOUR SUCCESS BITTERSWEET?** It stands as a warning sign to anyone who really wants to be successful in this business. There are many sacrifices you have to make. You have to have your family circle well balanced. You have to keep your family with you because there are so many changes that take place on a day-to-day basis that when you get back home after being gone for three months, you are not the same person and neither is she.

**HOW DID YOU CELEBRATE GETTING NOMINATED?** I went out with Ellen DeGeneres.

**YOU'RE FRIENDS?** Yes. That morning I crashed her show. Then she was giving a party for Portia [de Rossi], her significant other, and they invited me to come over to the Roosevelt [Hotel]. Prince was there. Queen Latifah was there. It was really, really such a beautiful group of people. We danced, and we hugged. It was just beautiful.

**WHAT'S THE MOST SATISFYING THING ABOUT YOUR OSCAR EXPERIENCE SO FAR?** Just being able to look in the mirror and look into that little boy's eyes—the little 6-year-old that said he was going to be an actor—and to be able to say, "You did it, man. You did it." ■

MARTIN SCHOELLER—CORBIS OUTLINE



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# Skiing's Wild Child

TIME's story on controversial American skier Bode Miller drew divided reactions from our readers. Many wrote to applaud Miller for his exciting, iconoclastic approach to his sport and his willingness to speak his mind. Other readers registered their disapproval of Miller as a party boy and poor role model

IT WAS GOOD TO READ AN OBJECTIVE ARTICLE about Olympic skier Bode Miller [Jan. 23]. The cover photo was good too. Miller isn't a bad guy just because he loves the sport of skiing more than simply beating his competitors. He's capable of independent thinking, and he consistently strives to do his best. It is unfortunate that Miller's self-confidence seems to intimidate the conformist coaches who have trouble coping with him. They should be grateful that they have an athlete who excels.

NATALIE D. DUNLAP  
Lewiston, Maine

YOU SAID MILLER BELIEVED "IT'S PLAYING the game that counts." Maybe so, but one glance at Miller's ski clothing shows nearly a dozen logos from the corporate giants that sponsor him. That hardly makes him a "Rebel on the Edge," as your story's headline proclaimed. He looks more like a billboard on skis.

ALICE KELLY  
Boston

MILLER IS LITTLE MORE THAN A PRETTY good downhill skier who qualified for the U.S. Olympic team. He lives a self-centered, self-indulgent, party-boy kind of life and is hardly a role model for our kids who want to break into competitive skiing or anything else.

JOHN LEACH  
Naples, Fla.

YOUR STORY REFERRED TO COMPETITIVE skiing as a "world where winners get endorsements and losers work for the ski patrol." That view demeans a rescue cadre established to serve the public in ways that no other organization could. Members of the ski patrol are skilled and passionate about what they do.

TOM MCCOY  
Heidelberg, Germany



**“Bode Miller may be an unorthodox member of the U.S. Olympic ski team, but I find his honesty and integrity refreshing.”**

DEBORAH A. SCHMUCK  
Denver

WHAT IS ALL THE FUSS ABOUT? SKIERS have always competed hard and partied hard. That's what makes them skiers.

DAVE YATES  
Scottsdale, Ariz.

ANYONE WHO SAYS THIS YOUNG, AGGRESSIVE, intuitive man isn't the embodiment of pure American spirit needs to watch the Olympic skiing events and learn about sport from Miller, who, for better or worse, will certainly dominate the

racers. He parties a lot and doesn't care what people think. But he isn't only about partying. He wins a lot. Part thinker, part natural athlete, Miller becomes the sport of skiing and doesn't deny his life. We should all be so determined to find our own ground.

JAN LUPNACCA  
North East, Md.

## Republican Reform

"CAN THIS ELEPHANT BE CLEANED UP?" reported on the influence-peddling scandal in Washington involving lobbyist Jack Abramoff and members of Congress [Jan. 23]. It's a sad point in U.S. history when a lobbyist's extensive ties become equivalent to political clout. Even with the exposure of the Abramoff scandal, Republicans "debate how they can project change while keeping things much the same." What an insult! Instead of endeavoring to serve the people, these "public servants" want to use lip service and cosmetic changes to pull the wool back over our eyes. There can be no excuses for their flagrant disrespect and misuse of public office.

JEREMIAH DUKE  
Selinsgrove, Pa.

## Telling Stories

YOUR REPORT "THE TROUBLE WITH MEMOIRS" described the controversy over how much of author James Frey's "memoir," *A Million Little Pieces*, is made up and how much is real [Jan. 23]. Frey's shamelessness after being exposed for having embellished parts of the book is symptomatic of a much larger problem in American society. As your article pointed out, fiction doesn't sell nearly as well as nonfiction, and Frey couldn't find a publisher when he tried to market his work as fiction. So it was called nonfiction. Mak-

**TIME**  
ARCHIVE  
timearchive.com



■ Teenage behavior is always in the news. Our Aug. 21, 1972, cover story noted a different frankness among teens in talking about sex. We said of one 15-year-old girl, "She and her friends are more open ... they don't talk about sex as they would about what they're going to have for dinner. But when they do discuss it, there's no hemming and hawing around." Read more at [timearchive.com/collections](http://timearchive.com/collections).

# The world consumes two barrels of oil for every barrel discovered.

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The fact is, the world has been finding less oil than it's been using for twenty years now. Not only has demand been soaring, but the oil we've been finding is coming from places that are tough to reach. At the same time, more of this newly discovered oil is of the type that requires a greater investment to refine. And because demand for this precious resource will grow, according to some, by over 40% by 2025, fueling the world's growing economic prosperity will take a lot more energy from every possible source.

The energy industry needs to get more from existing fields while continuing to search for new reserves. Automakers must continue to improve fuel efficiency and perfect hybrid vehicles. Technological improvements are needed so that wind, solar and hydrogen can be more viable parts of the energy equation. Governments need to create energy policies that promote economically and environmentally sound development. Consumers must demand, and be willing to pay for, some of these solutions, while practicing conservation efforts of their own.

Inaction is not an option. But if everyone works together, we can balance this equation. We're taking some of the steps needed to get started, but we need your help to get the rest of the way.

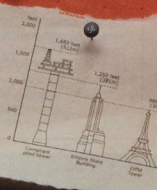
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## BRINGING DOWN THE HOUSE



When soprano Birgit Nilsson, who died in January (MILESTONES, Jan. 23), made her long-awaited debut at New York City's Metropolitan Opera, TIME was there to cover her performance. Here is an excerpt from our report (Dec. 28, 1959):

"[A] Swedish Wagnerian soprano strode on the Met's stage, and [was compared] to the 'incomparable' [Kirsten] Flagstad herself. The debutante: 41-year-old Birgit Nilsson, whose appearance in a new production of *Tristan und Isolde* touched off the kind of debut furor the Met's Wagnerians have not witnessed in a quarter-century ... A solid (5 ft. 8 in., 150 lbs.) and imposing woman, **DRAMATIC SOPRANO NILSSON ... DISPLAYED A BIG, FLASHING, VIBRANT VOICE THAT GALVANIZED HER AUDIENCE**

and conveyed an immediate sense of the turbulent passions that animate the role [of Isolde] ... Apparently a more severe critic of herself than some of Manhattan's reviewers, Soprano Nilsson said later: 'After the first act I was just physically tired, and my throat was dry. The first act is as hard as all of *Aida*' ... Next season she will return for another of her favorites, Puccini's *Turandot*. 'I could sing *Turandot* right now,' said she coolly as she walked offstage after last week's marathon performance. What did she think of her Met ovation? 'I didn't believe my ears,' said Birgit Nilsson. 'I thought the house fell down.'"

ALFRED FIRSTATED-TIME LIFE PICTUREGETTY

ing a ton of money is apparently more important to him than being truthful, but the real tragedy in this case is that most people don't care. Liars and cheaters have been around since the beginning of civilization, but only now are they lavishly rewarded for bad behavior.

MARK STUART ELLISON  
New York City

I AM OUTRAGED THAT FREY'S CRITICS think *A Million Little Pieces* is only the work of a liar. Frey put into words the horror of addiction to drugs and alcohol. Who hasn't described a personal experience with color and drama? Frey has my respect for his selfless confession.

SUZANNE ST. JOHN  
West Bloomfield, Mich.

## Is It O.K. to Eavesdrop?

JOE KLEIN SEEMS TO THINK THE DEMOCRATS are wrong to protest the wiretapping the Bush Administration is doing in the guise of tracking terrorists [Jan. 16]. Klein is out of touch with the U.S. mainstream. It's not just liberals who are objecting; many conservatives as well are concerned by the flagrant disregard of the law by Bush's approving wiretaps without a warrant or any oversight whatsoever by anyone outside the Executive Branch. Had the President followed the law, there would be no discussion about the wiretaps. If the investigations now under way indeed conclude that the wiretaps are illegal, approving them would be an impeachable offense.

CLARE DUCEY  
Atlanta

KUDOS TO KLEIN FOR CAREFULLY MAKING the argument that the nation will not return the Democrats to power as long as the voters don't trust them with U.S. national security. Liberals couldn't be any further away from getting voters' trust.

PAUL KNOPICK  
Laguna Hills, Calif.



KLEIN'S CRITICISM OF THE DEMOCRATS was way off the mark. Liberals want to track down the bad guys as much as Republicans or anybody else. But government officials have got to get a warrant before they wiretap!

PHILIP DUVAL  
*Hamburg, Germany*

WHILE I BELIEVE THAT PRESIDENTIAL wiretapping for political reasons is wrong, the National Security Agency can read my e-mail and listen to my phone conversations all day long if it will help them find the bad guys. The government knows whom to be suspicious of. I am sure it is trying desperately to find terrorists. Why would it spend needless hours reading the e-mail I send to my mother? Please let the government do its job and keep us safe. After all, why do we have spy agencies if we can't spy?

PAM CAMPBELL  
*Houston*

### Above the Law?

ANDREW SULLIVAN, IN HIS ESSAY "We Don't Need a New King George" [Jan. 23], was right to criticize President

Bush's habit of attaching signing statements that give his interpretation of the legislation he signs. Taking the oath of office, Bush swore to "protect and defend" the Constitution. But his Administration is undermining that document's checks and balances. If lying under oath about an affair was reason enough to bring impeachment charges against President Bill Clinton, then there is cause 10 times over for impeaching Bush. Shame on him, and shame on us if we let him get away with it.

KAREN MONTGOMERY  
*Bethlehem, Pa.*

THE IDEA THAT THE PRESIDENT CAN UNilaterally transform legislation that Congress has passed by using a presidential signing statement to explain his actions is outrageous and contrary to the Constitution. No American wants the presidency to have such power.

MIKE FORD  
*Austin, Texas*

IN TIME OF WAR, THE PRESIDENT HAS a great degree of latitude granted by the Founding Fathers. Sullivan's assertion that Bush thinks he is above the law or

is another King George is beyond ludicrous. Any President would have reacted the way Bush did after 9/11. Thank God the President has discharged his responsibilities in carrying out the global war on terrorists. We are all safer for it.

ROBERT GUERTIN  
*Jamestown, N.C.*

■ Andrew Sullivan's blog, the *Daily Dish*, can be found at [time.com](http://time.com).

#### HOW TO REACH US

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
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Vehicle shown with available equipment.\*2006 EPA estimate for 4-cylinder 4X2 model highway mpg. Actual mileage may vary. ©2005 Toyota Motor Sales, U.S.A., Inc.

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# WARTIME POWER PLAY

**A**S CAPITOL HILL prepares to battle the White House over George W. Bush's expanding war powers, moderate Senators on both sides of the aisle are quietly considering a range of options that would attempt at the very least to delineate the President's authority, if not roll it back. Bush's claims of wartime

lican chairman, Arlen Specter, have fired off nine letters to the Justice Department and the White House demanding information on the domestic-spying program. At Senate hearings last week, the former head of the National Security Agency refused even in closed session to say how many phones had been tapped in the U.S. This reticence comes after conflicting public estimates from President Bush



license are so great—the White House and Justice Department have argued that the Commander in Chief's pursuit of national security cannot be constrained by any laws passed by Congress, even when he is acting against U.S. citizens—that some Senators are considering a constitutional amendment to limit his powers.

In the public-opinion battle over domestic eavesdropping, Bush won the first round by arguing that he needed the unchecked power to learn “if there are people inside our country who are talking with al-Qaeda.” With poll numbers split on the issue, spooked Senators hunkered down. But in recent days, Senate Democrats and the Judiciary Committee's Repub-

(“a few” U.S. phones) and his Homeland Security Secretary Michael Chertoff (“thousands”).

A source familiar with the nascent constitutional amendment says one version would make clear that any actions by the President as Commander in Chief that affect domestic policies or U.S. citizens are subject to the exclusive control of Congress. “Congress can’t completely cede wartime power to the President,” the source says. Talk of an amendment could end up as merely a lever in hearings. Then again, the first 10 amendments—better known as the Bill of Rights—were demanded by the states in part to curb the Constitution's broad presidential powers. —By Massimo Calabresi.

With reporting by Timothy J. Burger



“I will give you \$200k sometime tomorrow afternoon! I love to give you money.”

**ROBERT STEIN**, former contracting officer for the U.S.-led coalition government in Iraq—who last week pleaded guilty to bribery, conspiracy and money-laundering charges—in a January 2004 e-mail to a contractor also facing charges in the bid-rigging scandal

“I brought the gavel down at 10. I was the only one in the room though.”

**JOHN BOLTON**, American ambassador to the United Nations, who last week began a monthlong stint as Security Council president, on his failure to get the 14 other members to begin meetings promptly

“I feel like the dog who caught the car.”

**JOHN BOEHNER**, Republican Congressman of Ohio, on his surprise election as House majority leader, a position Tom DeLay formally relinquished three months after he was indicted on campaign-finance charges

“It would only take a bit of water to get on board this ship, and it would be all over.”

**DAVID OSLER**, industrial editor of the London shipping paper *Lloyd's List*, on the instability of the 35-year-old Egyptian ferry that sank in the Red Sea last week while transporting some 1,400 people, only a few hundred of whom were rescued

“Our children aren't puppies, madam.”

**HEADLINE**, in a Kenyan newspaper, on a New Zealand businesswoman's offering famine relief in the form of a variant of her company's powdered dog-food formula. Countering accusations of racism, she claimed, “I eat it myself”

“That would be like Madonna playing the Virgin Mary.”

**REVEREND JASON JANZ**, fundamentalist assistant pastor in Denver, criticizing evangelical Christian filmmakers for casting an openly gay actor to play an American missionary in their film *End of the Spear*

“If you're wondering what I'm doing at the prayer breakfast, so am I. I'm certainly not here as a man of the cloth, unless that cloth is leather.”

**BONO**, at the National Prayer Breakfast in Washington, where he urged fellow speaker George W. Bush to “tithe” an additional percent of the federal budget to international AIDS programs and Africa

A uranium-conversion plant in Iran



## IRAN'S GREEN-SALT BLUES

**G**REEN SALT ISN'T SOMETHING you'd want to sprinkle on French fries. It's what nuclear chemists call uranium tetrafluoride, a grainy substance that can be used to make fuel for a nuclear reactor or fissile material for a bomb. In short, it's scary stuff, which is why the International Atomic Energy Agency (IAEA) confronted Iran late last month about a secret Iranian research effort called the Green Salt Project. Iran has long maintained that it wants to enrich uranium to generate nuclear power, not to make a bomb. But disclosure of the project—and its apparent links to the testing of high explosives—seems to have been just what Washington and its allies needed to send Iran to the U.N. Security Council for possible sanctions, a measure the IAEA's board of 35 member nations approved last week in a 27-to-3 vote, with five abstentions.

What happens next? A formal IAEA report on Iran's nuclear program, due March 6, is expected to conclude that the agency can no longer vouch for Iran's activities. That would pressure the Security Council to take meaningful steps when it addresses the matter next month. Tehran now has a few weeks to disclose all aspects of its nuclear program, but it has already denied IAEA requests to review documents and interview sources, and said after Saturday's vote that it would further curtail

the nuclear watchdog's inspection powers.

Secretary of State Condoleezza Rice helped firm up support for the IAEA vote by having aides brief foreign officials on a trove of documents that, according to U.S. diplomatic sources, expose a clandestine Iranian military nuclear-research operation. The documents, found in 2004 on a laptop computer, which U.S. intelligence believes came from an Iranian engineer, contain data on tests for high explosives, a design for a missile re-entry vehicle and a diagram of a green-salt production line. Separately, those areas of research could imply fairly benign intentions. But if an Iranian military agency has been coordinating all the research, the U.S. assessment is "you're talking about a nuclear-tipped missile," says a senior official with access to the intelligence reports.

Even Russia and China, with economic ties to Tehran, now seem convinced that they may all add up to a nuclear-weapons program. Rice won those countries' support at a dinner in London last week, hosted by British Foreign Secretary Jack Straw. "She made the argument," says U.S. Undersecretary of State Nicholas Burns, "that we all have an interest in not introducing another nuclear power into the Mideast." —By Elaine Shannon. With reporting by Andrew Purvis

## SPEED READ

### RELIGION

## Perils of Depicting the Prophet

Protests erupted across the Muslim world last week after European newspapers, out of concern for freedom of the press, reprinted controversial Danish cartoons lampooning the Prophet Muhammad.

**Why the big reaction?** For devout Muslims, even benign images of the Prophet are considered blasphemous. And many Muslims viewed the Danish cartoons—one of which depicts him wearing a bomb-shaped turban—as an

forbids the depiction of God and his prophets—including Jesus. Scholars through the ages have argued that such images encourage idolatry, which is regarded as a grave sin. Shi'ite Muslims make an exception for Muhammad's

cousin Ali, who they believe was his rightful successor, so Ali's image is common in Shi'ite areas like Iran and Iraq.

**Does Islamic art ever include images of Muhammad?** Almost never. On rare occasions, he is depicted as a figure with a veiled face. In the



attempt to equate their faith with terrorism.

**Does the Koran forbid images of the Prophet?** Not explicitly, but some passages are interpreted as a ban. The Hadith, a compilation of Islamic traditions, specifically

Middle East, even movies and TV programs about the Prophet never show his visage. Early in Islamic history, his face was shown in Persian paintings and tapestries, many of which have since been defaced.

—By Aparisim Ghosh

## APOCALYPTIC POWERPOINT

The Pentagon, which is calling for the largest defense budget since the cold war, has been floating scary threats lately. TIME has obtained a copy of a PowerPoint presentation that senior officers have been showing to groups around the U.S. warning that failure to stop Osama bin Laden and his ilk would have the same "consequences" as Europe's appeasement of the Nazis before World War II. Bullet points describe possible U.S. economic depression



and Washington being forced into an "accommodation" with terrorists. Skeptics question the timing of such predictions. Says security analyst John Pike: "The Pentagon has a long tradition of dialing up the threat to get more dollars at budget time." —By Sally B. Donnelly and Douglas Waller

## GUILT-FREE VALENTINES?

The timing couldn't be worse for the chocolate industry. A week before Valentine's Day, Nestlé, Cargill and Archer Daniels Midland—the cocoa suppliers for virtually every major chocolate producer in the U.S.—will

## Less Cash, More Crash

FOR OSCAR THIS YEAR, CHEAP is chic. Four of the five films nominated for Best Picture cost under \$15 million to make, less than a fifth of the average Hollywood budget. Of them, the very cheapest was *Crash*, which cost \$6.5 million and earned six Oscar nods, including three for writer-director-producer Paul Haggis. Yet the film's domestic box-office total (\$56 million) was higher than that of any of its laureled rivals when the nominations came out last Tuesday.

When the execs at Lionsgate Films told Haggis several months ago that they were aiming for Best Picture, he literally laughed at them. As Haggis recalls, "I told them, 'Please, don't embarrass me by even saying things like that.'"



### CHASING OSCAR

He should have trusted the Lionsgaters. Handed the tough sell of a multistory drama about racial tension, they made bold decisions: to open the film in May and play it on 1,900 screens, get the cast on *Oprah*, then saturate the film community with 130,000 DVDs. "Nothing sells itself," says co-star and co-producer Don Cheadle, who was pleased when *Crash* became the right kind of controversial film—"the quin-

tesential watercooler movie."

But Ang Lee's *Brokeback Mountain* is still the favorite for the top awards. At least Haggis thinks so: "We all know that George [Clooney] and Bennett [Miller] and I and Steven [Spielberg] are going to be in the audience applauding Ang. But one always hopes we'll be up there for something." Maybe. So don't count *Crash* out. The little movie that could may have one last surprise in store.

—By Richard Corliss. Reported by Jeffrey Ressler and Sonja Steptoe

### Ivory Coast cocoa workers

have to show up in court to answer for allegedly supporting child slavery on West African farms, where 70% of the world's cocoa is grown. The hearing, set for this week in Los Angeles, stems from a lawsuit filed by the International Labor Rights Fund, which is also taking aim at another Valentine's Day staple: lovely bouquets that happen to be laden with pesticides. Some 70% of cut flowers sold in the U.S. are imported, mostly from Colombia and Ecuador. A recent U.N. study found that nearly 60% of Ecuadorian flower workers, many of them children, suffered from pesticide poisoning, with such symptoms as dizziness and blurred vision. But take heart, socially responsible suitors: [Transfairusa.org](http://Transfairusa.org) helps consumers find chocolates made with responsible labor and eco-friendly practices. Ditto for blooms at [Organic-Bouquet.com](http://Organic-Bouquet.com), whose CEO, Gerald Prolman, boasts, "Our flowers have a deeper layer of beauty."

—By Margot Roosevelt

## THESE TS HAVE 'TUDE!

FASHION STATEMENTS can be risky, as antiwar activist

Cindy Sheehan, below, and a Congresswoman's support-the-troops wife learned last week when they got booted from the Capitol for sporting political T shirts. Here's a look at other wearable agendas. —By Clayton Neuman



BELLOW: MIKE THIELER/EPA



### RACE RELATIONS

Mayor Ray Nagin's call for a "chocolate New Orleans" sounded pretty tasty to a Louisiana man who has sold some 3,000 WILLY NAGIN AND THE CHOCOLATE FACTORY shirts at [imnotchocolate.com](http://imnotchocolate.com)

### GENETIC WARS

After President Bush called for a ban on "human-animal hybrids" in the State of the Union address, [humananimalhybrid.net](http://humananimalhybrid.net) sprang up to mock the oversimplification of complex issues

### FISCAL POLICY

As Alan Greenspan ended his 18-year reign as Federal Reserve Chairman last week, [yque.com](http://yque.com) was primed to capitalize on the maestro's legacy—and bizarre pop-culture appeal

Oscar nominee Matt Dillon and *Crash* co-star Thandie Newton





## NUMBERS

**-0.5%** Personal-savings rate in 2005, the first year since the Great Depression that Americans spent more than they made

**7.6%** Average annual personal-savings rate in the U.S. since 1929



**\$36 billion** ExxonMobil's profit in 2005, a 43% increase from 2004 and the largest annual net income in U.S. history

**6.5%** Portion of U.S. consumer spending in September that went to gas and other energy bills, the highest rate in more than two decades

**2.5** Years that Weezer's lead singer Rivers Cuomo says he has stayed celibate, seven months longer than his original pledge

**3** Days that Italian Premier Silvio Berlusconi sustained his vow to abstain from sex until Italy's April 9 general election before declaring the campaign pledge a joke

**\$37 million** Average box office (pre-nomination) for the Oscars' Best Picture nominees, the lowest in almost 20 years

**\$30 million**

Average box office for the Razzies' Worst Picture nominees, including *House of Wax* and *The Dukes of Hazzard*

Sources: Bureau of Economic Analysis (2); ExxonMobil; Conference Board; Gefen Records; AP; USA Today; boxofficegmo.com

MIKE PETER—GANTON DAILY NEWS/NEWS FEATURES



MIKE LUCKOVICH—ATLANTA JOURNAL CONSTITUTION



JIMMY MARSHALLS—THE RECORD NEW JERSEY



**“Earlier today, Judge Samuel Alito was confirmed as the United States’ 110th Supreme Court Justice. President Bush congratulated Alito and said he hopes he gets along with the other 109 judges.”**

—CONAN O'BRIEN

**“Paleontologists discovered a crocodile that walked on two legs. See, Hanna-Barbera was right.”**

—STEPHEN COLBERT

**“EIGHTY PERCENT OF AL-QAEDA NO. 2'S NOW DEAD”**

—Fake news headline from THE ONION

*In patients with type 2 diabetes and at least one other risk factor for heart disease*

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Risk factors for heart disease include high blood pressure, smoking or complications of diabetes, including eye disease and protein in urine.



## **IMPORTANT INFORMATION:**

LIPITOR® (atorvastatin calcium) is a prescription drug. It is used in patients with multiple risk factors for heart disease such as family history, high blood pressure, age, low HDL or smoking to reduce the risk of heart attack and stroke and, along with a low-fat diet, to lower cholesterol.

It is also used in patients with type 2 diabetes and at least one other risk factor for heart disease such as high blood pressure, smoking or complications of diabetes, including eye disease and protein in urine, to reduce the risk of heart attack and stroke.

LIPITOR is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant.

If you take LIPITOR, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of serious muscle side effects. Tell your doctor about all the medicines you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before and during treatment and may adjust your dose. The most common side effects are gas, constipation, stomach pain and heartburn. They tend to be mild and often go away.

*Please see additional important information on next page.*

LIPITOR is one of many cholesterol-lowering treatment options in addition to diet and exercise that you and your doctor can consider.

Uninsured? Need help paying for medicine? Pfizer has programs that can help, no matter your age or income. You may even qualify for free Pfizer medicines. Call 1-866-706-2400. Or visit [www.pfizerhelpfulanswers.com](http://www.pfizerhelpfulanswers.com)

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# IMPORTANT FACTS



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## LOWERING YOUR HIGH CHOLESTEROL

High cholesterol is more than just a number, it's a risk factor that should not be ignored. If your doctor said you have high cholesterol, you may be at an increased risk for heart attack. But the good news is, you can take steps to lower your cholesterol.

With the help of your doctor and a cholesterol-lowering medicine like LIPITOR, along with diet and exercise, you could be on your way to lowering your cholesterol.

Ready to start eating right and exercising more? Talk to your doctor and visit the American Heart Association at [www.americanheart.org](http://www.americanheart.org).

## WHO IS LIPITOR FOR?

Who can take LIPITOR:

- People who cannot lower their cholesterol enough with diet and exercise
- Adults and children over 10

Who should NOT take LIPITOR:

- Women who are pregnant, may be pregnant, or may become pregnant. LIPITOR may harm your unborn baby. If you become pregnant, stop LIPITOR and call your doctor right away.
- Women who are breast-feeding. LIPITOR can pass into your breast milk and may harm your baby.
- People with liver problems
- People allergic to anything in LIPITOR

## BEFORE YOU START LIPITOR

Tell your doctor:

- About all medications you take, including prescriptions, over-the-counter medications, vitamins, and herbal supplements
- If you have muscle aches or weakness
- If you drink more than 2 alcoholic drinks a day
- If you have diabetes or kidney problems
- If you have a thyroid problem

## ABOUT LIPITOR

LIPITOR is a prescription medicine. Along with diet and exercise, it lowers "bad" cholesterol in your blood. It can also raise "good" cholesterol (HDL-C).

LIPITOR can lower the risk of heart attack or stroke in patients who have risk factors for heart disease such as:

- age, smoking, high blood pressure, low HDL-C, heart disease in the family, or
- diabetes with risk factor such as eye problems, kidney problems, smoking, or high blood pressure

## POSSIBLE SIDE EFFECTS OF LIPITOR

Serious side effects in a small number of people:

- **Muscle problems** that can lead to kidney problems, including kidney failure. Your chance for muscle problems is higher if you take certain other medicines with LIPITOR.
- **Liver problems.** Your doctor may do blood tests to check your liver before you start LIPITOR and while you are taking it.

Symptoms of muscle or liver problems include:

- Unexplained muscle weakness or pain, especially if you have a fever or feel very tired
  - Nausea, vomiting, or stomach pain
  - Brown or dark-colored urine
  - Feeling more tired than usual
  - Your skin and the whites of your eyes turn yellow
- If you have these symptoms, call your doctor right away.

The most common side effects of LIPITOR are:

- Headache
- Constipation
- Diarrhea, gas
- Upset stomach and stomach pain
- Rash
- Muscle and joint pain

Side effects are usually mild and may go away by themselves. Fewer than 3 people out of 100 stopped taking LIPITOR because of side effects.

## HOW TO TAKE LIPITOR

Do:

- Take LIPITOR as prescribed by your doctor.
- Try to eat heart-healthy foods while you take LIPITOR.
- Take LIPITOR at any time of day, with or without food.
- If you miss a dose, take it as soon as you remember. But if it has been more than 12 hours since your missed dose, wait. Take the next dose at your regular time.

Don't:

- Do not change or stop your dose before talking to your doctor.
- Do not start new medicines before talking to your doctor.
- Do not give your LIPITOR to other people. It may harm them even if your problems are the same.
- Do not break the tablet.

## NEED MORE INFORMATION?

- Ask your doctor or health care provider.
- Talk to your pharmacist.
- Go to [www.lipitor.com](http://www.lipitor.com) or call 1-888-LIPITOR.



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LPIF Rev 2, Dec 2005



**WOUNDED. BOB WOODRUFF, 44**, a co-anchor of ABC's *World News Tonight*, and his cameraman, **DOUG VOGT, 46**; when a roadside bomb exploded near the Iraqi armored vehicle in which they were riding while reporting a story on Iraqi soldiers; in Baghdad. Woodruff suffered a fractured skull, a broken collarbone and shrapnel wounds. Vogt had less serious head and body injuries.

▼ **DIED. WENDY WASSERSTEIN, 55**, witty, bittersweet playwright; of lymphoma; in New York City. As one of five siblings in a brainy, high-achieving family, she looked at pop culture and asked, "Where are the girls?" In plays like *Uncommon Women and Others* and the Pulitzer-prizewinning *The Heidi Chronicles*, she provided the answer with textured portraits of smart, sometimes self-doubting feminists struggling in the wake of the 1960s with competing urges for independence and intimacy. It was familiar ground for the Tony winner who, resisting pleas from her parents, remained steadfastly single. She gave birth at 48 and chronicled her daughter's premature delivery and months

**DIED. NAM JUNE PAIK, 74**, impish Korean-born avant-gardist deemed the inventor of video art who in the 1960s won acclaim with works that simultaneously celebrated and spoofed the fledgling notion of media overload; of natural causes; in Miami. Inspired by iconoclast composer John Cage, he created such renowned installations as *Video Fish*, an array of 52 live monitors, each obscured by fish-filled aquariums.



▲ **DIED. CORETTA SCOTT KING, 78**, widow of the Rev. Martin Luther King Jr. who, after his murder on the balcony of a Memphis, Tenn., motel in April 1968, hid her grief, shielded her four children from the media and immediately took up his campaign for racial equality—eventually becoming one of the most revered figures of the modern civil rights movement; of cancer, at a hospital in Rosarito Beach, Mexico. In the days after King's death, she appeared at protests to echo his message and calm enraged supporters. Later she led a 15-year push that succeeded in 1983 in establishing a federal holiday in his honor, founded the King Center for Nonviolent Social Change and traveled the world in support of civil rights issues, including same-sex marriage. King was criticized for her efforts to secure a new trial for

James Earl Ray, who was convicted of assassinating her husband. (She believed, as did some others, that Ray was probably innocent and King's murder was the work of several conspirators.) Her primary legacy, though, was in turning her husband's mission into her own, saying "Hate is too great a burden."

▲ **DIED. MOIRA SHEARER, 80**, exquisite, flame-haired prima ballerina whose brief, stellar career as a principal dancer with Britain's famed Sadler's Wells Ballet was overshadowed, to her dismay, by her lead role in the 1948 ballet film *The Red Shoes*; in Oxford, England. Shearer, who continued to act but gave up dancing in her late 20s, said all the hype surrounding the Oscar-winning film "ruined my career."

▼ **DIED. BETTY FRIEDAN, 85**, icon of postwar American liberalism who wrote the 1963 best seller *The Feminine Mystique*, which explored the

"sense of dissatisfaction" among mid-century women who "made the beds, shopped for groceries, matched slipcover material, ate peanut butter sandwiches with her children," while secretly wondering, "Is this all?"; in Washington. Born in Peoria, Ill., Friedan—whose mother quit her newspaper job to be a housewife—was once fired after she asked for maternity leave. *Mystique* began as research for an article on what had happened to her classmates in Smith College's class of 1942. The book made her a hero to a generation of educated, middle-class women and helped launch the modern feminist movement in the '60s. A co-founder of the National Organization for Women and the group later known as the National Abortion Rights Action League, Friedan eventually switched her attention to the plight of older people and wrote 1993's *The Fountain of Age*, which explored how the aged were patronized in the same way women had been.

▼ **DIED. AL LEWIS, 95**, actor best known as the cigar-chomping Grandpa on TV's *The Munsters* in the mid-'60s; in New York City. Lewis, who decades after the show ended regularly appeared in character as the Munsters' vampiric patriarch, was also a frequent guest on *The Howard Stern Show* and a cantankerous 1998 Green Party candidate for New York Governor. He lost.



in a neonatal ICU in an aching poignant essay, "Days of Awe." Although the warmth and humor in her work often camouflaged its weightiness, she was also angry, intensely private and political—a contradiction that drove such characters as Heidi, the single professor who in the end adopts a child and openly mourns her personal sacrifices.



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Joe Klein

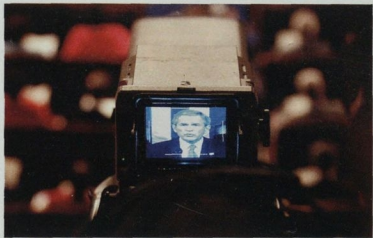
# A Bush Without Boldness

ON THE DAY BEFORE PRESIDENT BUSH'S EMINENTLY DISPOSABLE State of the Union speech, I heard a story that I'll never forget. It was told by Iowa Governor Tom Vilsack, who was addressing a small audience in Washington. A military helicopter pilot from Iowa, serving in Iraq, was killed when he noticed a ground-to-air missile headed his way and, in a split-second reaction, swerved his chopper so that he and his co-pilot would take the hit and his 18 passengers would be spared. Vilsack

placed a condolence call to the widow, who stopped him in midsentence. "I think about it this way," the woman said. "Those 18 men needed my husband more in that split second than I'll need him for the rest of my life."

Vilsack, who is probably running for President—and should be—used the story to illustrate the sacrifice and sense of community that is at the heart of a successful democracy. The current Administration, he said, "is ripping away at the fabric of the American community." The story lingered as I listened to Bush once again ask nothing from the American people in his speech and, worse, issue his annual call for lower taxes. The President's addiction to tax cuts has become rhetorical boilerplate, so totally expected that it's no longer noticed. But I found it particularly annoying this time.

There was a case for mild cuts when Bush came to office. The economy was stalling, and there was a budget surplus. We have big deficits now, and an economy chugging along at 4% growth. Bush's addiction is a reflection of ideology run amok and a twisted reading of recent history. Yes, the economy began to pick up when Ronald Reagan offered his famous 1981 tax-reduction plan, but it continued to grow when Reagan raised taxes in 1982 and '83. And how to explain the economic boom of the 1990s? Bill Clinton's tax increases for the wealthy, which were smaller proportionally than Reagan's, certainly didn't seem to dampen the irrational exuberance of the wealthy.



Bush called for cutting our Middle Eastern oil imports; then came a retreat

A case can be made for targeted tax cuts to encourage socially beneficial behavior like research into alternative cars and fuels. A case can also be made—though Bush would rather see *Brokeback Mountain* than make it—for targeted tax increases to discourage things like, well, an addiction to oil. But what are we to make of the perennial conservative call for the elimination of the estate tax, which would cost \$750 billion over 10 years? Republicans have done a clever bit of marketing here by calling it the death tax. Perhaps Democrats should nickname estate-tax repeal the Paris Hilton Empowerment Project. Whatever you call it, it is an obscenity to ask nothing of heirs while helicopter pilots are giving everything.

The tax-cut obsession certainly makes it hard for the President to propose anything useful in his State of the Union speeches. His vaunted energy independence initiative was a mirage, a minor reshuffling of programs that already exist

or a reinstatement of those cut in previous years. At least one of Bush's proposals—the goal of reducing our dependence on "Middle Eastern" oil 75% by 2025—resulted in an embarrassing retreat. Bush's Energy Secretary, Samuel Bodman, retracted the pledge a day later, saying the President had offered an "example," not a promise.

Actually, I missed Bush's exhilarating, if oft misguided, boldness. And there were ways Bush could have broken new ground

last week and remained true to his values. Some conservatives—including the authors of a recent cover story in the *Weekly Standard* magazine—believe it's time for Republicans to embrace a mandatory universal health-insurance plan. Representatives of American industry—which is staggering under its health-care burden—have been meeting quietly with labor unions, think tanks and interest groups in Washington to try to find common ground. In 1993, Senator John Chafee proposed a Republican model of universal coverage that

subsidized the working poor and taxed the rich to pay for it; he had the support of 20 Senate C.O.P. colleagues, more than enough for passage, if the Clintons had been willing to compromise. They weren't, and later regretted it. Perhaps the President should reintroduce a version of the Chafee plan and see if the Democrats are still opposed. That would be a fight worth having.

But Bush seemed too tired, defensive and preoccupied by a multitude of Middle Eastern woes to be up for any such heavy lifting. His speech was a dispiriting spectacle for both parties. The Democrats' only noticeable contribution came when they, led by a smirking Hillary Clinton, applauded the failure of Social Security reform. I kept thinking about that woman out in Iowa, wondering if she was watching, embarrassed by how unworthy this government is of her husband's sacrifice. ■

➤ To see a collection of Klein's recent columns, visit [time.com/klein](http://time.com/klein)



declining  
funding

has to have  
emotional  
~~appeal~~ appeal  
like  
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NATION

# ARE WE LOSING OUR EDGE?

The U.S. still leads the world in scientific innovation. But years of declining investment and fresh competition from abroad threaten to end our supremacy

AMERICA'S  
LAGGING  
PERFORMANCE

By MICHAEL D. LEMONICK

**G**ABRIEL AEPPLI WAS BORN IN SWITZERLAND, BUT WHEN he was 1 year old, his father came to the U.S. to pursue a career as a mathematician. Back then, America was a scientific "city on the hill," a place where enormous resources, academic freedom, a tradition of skepticism and a history of excellence lured everyone from astronomers to zoologists from all over the world, and like Aeppli's father, many of them never had any interest in leaving.

Aeppli, now 48, attended M.I.T., where he got a Ph.D. in electrical engineering, and went on to work at Bell Labs, the legendary research arm of AT&T. Then he moved on to the NEC research laboratory, outside Princeton, N.J., as a senior research scientist. But while industrial labs used to be well-funded havens for freewheeling scientific inquiry, says Aeppli, "my career was limited because opportunities to lead were very few." So he left

SHRINKING  
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No Role models in science

for kids.

pre college  
science education  
funds slashed

Culture of greed +  
distraction

bleeding  
edge  
science  
gone  
overseas

for an academic job in Britain. He now holds a chair in physics at University College London and also directs the London Center for Nanotechnology. "I've been able to start with a clean sheet of paper and create something unique in a world-class city," he says. "We doubt that could be done anywhere else."

Edison Liu is a Hong Kong native who studied in the U.S. and eventually rose to become director of the division of clinical sciences at the National Cancer Institute. But in 2001 the government of Singapore made him an offer he couldn't refuse: the directorship of the brand new Genome Institute along with a \$25 million starting budget—part of a \$288 million integrated network of life-science research centers and biotech start-ups called Biopolis. Says Liu: "I came because I saw that the entire leadership of the country, the fabric of the country was thirsting for biology."

If those were just isolated cases, they would be easy to dismiss. Such stories, though, have become disturbingly common. After more than a half-century of unchallenged superiority in virtually every field of science and technology, from basic research to product development, America is starting to lose ground to other nations. It's still on top for now; the U.S. continues to lead the world in economic performance, business and government efficiency and in the strength of its infrastructure. As recently as 2001, the U.S., with just 6% of the world's population, churned out 41% of its Ph.D.s. And its labs regularly achieve technological feats, as last month's rollout of a new, superpowerful Macintosh computer and the launch of a space probe to Pluto make clear.

But by almost any measure—academic

**"I was in a low-growth situation. I had to go to a place where I could build a career."**

Aeppli directs the London Center for Nanotechnology. He doubts whether the chance for a job like that would ever have come along if he had stayed in the U.S.

prizes, patents granted to U.S. companies, the trade deficit in high-technology products—we're losing ground while countries like China, South Korea and India are catching up fast. Unless things change, they will overtake us, and the breathtaking burst of discovery that has been driving our economy for the past half-century will be over. In his 2005 best seller, *The World Is Flat*, Thomas Friedman argues that globalization has collapsed the old hierarchy of economic engine-nations into a world where the ambitious everywhere can compete across borders against one another, and he identifies the science problem as a big part of that development. Borrowing a phrase from Shirley Ann Jackson, president of Rensselaer Polytechnic Institute, he calls it America's "quiet crisis."

Some critics have tried to put the blame for the U.S.'s scientific decline on President George W. Bush, citing his hostility to stem-cell research, his downplaying of global warming, his statements in support of "intelligent design" as an alternative to evolution, and his Administration's appointment of nonscientists to scientific panels as well as its alleged quashing of dissenting scientists (see story on page 37). Although that record has certainly roiled the scientific community at home, experts in busi-

ness and academia have been warning for decades that U.S. science was heading for trouble for three simple reasons. The Federal Government, beset by deficits for most of the past three decades, has steadily been cutting back on investment in research and development. Corporations, under increasing pressure from their stockholders for quick profits, have been doing the same and focusing on short-term products. And the quality of education in math and science in elementary and high schools has plummeted, leading to a drop in the number of students majoring in technical fields in college and graduate school. In the past, hungry immigrants looking for America's prestigious Ph.D.s made up for that decline in the U.S. science and engineering labor force. Now if they come to America for Ph.D.s, students often return with them to gleaming labs in their homelands.

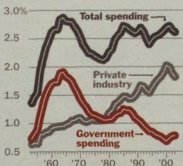
The warnings about those three forces have been largely ignored. In the aftermath of 9/11, for example, the political class complained that nobody had heeded a report issued nine months earlier by former Senators Gary Hart and Warren Rudman warning of a major terrorist attack on U.S. soil. The report also said "the inadequacies

## SLOWING DOWN WHILE OTHERS SPEED UP

The U.S. dominates the world in science and technology, but if current trends continue, that won't be true much longer



U.S. spending on research and development as a percentage of GDP



**SPENDING ON RESEARCH** The U.S. pours more money into science than does any other country, but federal funding—vital for basic research to develop new technologies—has been shriveling. Six countries now devote a larger share of their economy to science

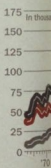
Top 10 countries in research spending as a percentage of GDP\*

Israel	4.43%
Sweden	3.98%
Finland	3.49%
Japan	3.15%
Iceland	3.04%
South Korea	2.64%
<b>U.S.</b>	<b>2.61%</b>
Switzerland	2.57%
Germany	2.55%
Denmark	2.53%

\*2003 data, except Israel (2001), Switzerland (2000), and Denmark (2002)



U.S. patents of inventor







of our systems of research and education" posed a threat to U.S. national security greater "than any potential conventional war that we might imagine." Nobody paid attention to that part either.

People are paying attention now, though. Responding to an increasingly insistent drumbeat of lobbying over the past few months from industry leaders, scientists

and legislators, Bush announced in his State of the Union address last week the launch of what he called the American Competitiveness Initiative. The plan: double federal funding of research in basic areas like nanotechnology, supercomputing and alternative energy; make permanent the R&D tax credit; and train 70,000 additional high school science and math teach-

ers. Aboard Air Force One the next morning, the President told Lamar Alexander, the Tennessee Republican Senator who has been pushing the idea hard for the past year, that he's determined to make it happen. "I want to make sure that everyone knew I was taking this seriously," said Bush.

In contrast to his then dead-end proposal to reform Social Security, so are lawmakers

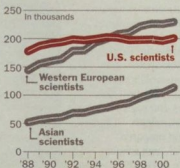
DAVID LEVISON FOR TIME

**SHOWING THE RESULTS** A key measure of innovation is the arrival of new products; another is the publication of articles in scholarly journals. Foreign inventors have nearly caught up in patent grants, and U.S. science publishing has fallen behind Europe's as Asia's surges

granted, by nationality

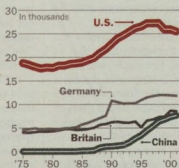


Articles published in science and engineering journals



**TRAINING THE NEXT WAVE** The U.S. still awards far more science Ph.D.s than any other country, but that number is tapering off as China's is jumping. The U.S. also has the most science majors in the world but ranks 25th when that number is adjusted for population

Doctorates earned in science and engineering fields, by country



Countries with the highest percentage of 24-year-olds with science degrees\*

Finland	13.2%
Hungary	11.9%
France	11.2%
South Korea	11.1%
Singapore	10.9%
Britain	10.7%
Sweden	9.5%
Australia	9.3%
Ireland	8.5%
Russia	8.5%
U.S.	5.7% (25th in the world)

\*2000 data, except Singapore (1995), Britain (2001) and Russia (1999)

on both sides of the aisle. Last spring Alexander, along with Democratic Senator Jeff Bingaman of New Mexico, wrote to the prestigious National Academies, an umbrella group that includes the National Academy of Sciences and the National Academy of Engineering, and asked for a formal assessment of the U.S.'s eroding superiority in science and technology.

The result, produced in just three months: a 505-page report, co-authored by a team of distinguished scientists, CEOs, Nobel prizewinners and university presidents—including Texas A&M president Robert Gates, director of the CIA under President George H.W. Bush and a close friend of the Bush family. Titled "Rising Above the Gathering Storm: Energizing and Employing America for a Brighter Economic Future," it outlined in detail just how bad the situation was in nearly every area of research and called for new government funding. At about the same time, the National Association of

**"I associated engineering with long, boring assignments. No one showed me why it was cool."**

Manufacturers and the Chamber of Commerce were issuing reports with similar conclusions.

Democrats seized publicly on the issue first. In November, House minority leader Nancy Pelosi announced a series of proposals modeled on those in "Gathering Storm." Tellingly, though, she avoided criticizing the President, going as far as removing some negative language at the last moment. The idea, said a party official, was to get something accomplished, not just

Ybarra, left, along with Nicholas Pearce, center, and Brian Myhre on the M.I.T. campus, where they all soured on the idea of becoming engineers. Ybarra is now a writer, Myhre will become a consultant, and Pearce still hasn't decided what to do

score political points. Even so, Pelosi's opening shot made Republicans nervous. "The feeling," says an industry official who was involved in discussions with the White House, "was, 'We cannot let them have this issue.'" Indeed, top Bush aides, including Karl Rove and the Secretaries of Labor, Education and Commerce, began lobbying internally for some sort of presidential ini-

## SCIENCE IN SCHOOL

### Looking for a Lab-Coat Idol

**M**ANY OF THIS COUNTRY'S naturally gifted scientists—its most inquisitive, observant, persistent citizens—share a handicap: they can't read yet. They also can't play with matches, focus microscopes or see over lab tables. "Children love to explore the natural world. They love to make sense out of it," says Carlo Parravano, director of the Merck Institute for Science Education, which trains teachers in New Jersey and Pennsylvania. "By fourth grade, we squash that curiosity with the way we teach science."

The years from *Baby Einstein* to AP physics are an increasing source of worry for corporations like Merck and for colleges and universities, which see a shrinking pipeline of talented U.S. students pursuing the sciences. Without a Sputnik to galvanize the nation, and with an emphasis on testing in reading and math, the nation's already ill-equipped science teachers have been fighting for the attention of students, principals and policymakers. The policymakers, it seems, are

starting to listen. After calling it imperative in his State of the Union speech that U.S. students receive a "firm grounding in math and science," President George W. Bush is expected to unveil \$380 million in science-education initiatives in his 2007 budget this week. "The [Department of Education] slogan was 'Reading first,' and then they had 'Math now.' Well, I guess it's 'Science finally,'" says Gerald Wheeler, executive director of the National Science Teachers Association.

It's not that U.S. students' math and science scores are plummeting. Since 1995, fourth-graders have maintained their scores, and eighth-graders have slightly improved theirs, according to the 2003 "Trends in International Mathematics and Science Study." But other places, like England, Hong Kong and New Zealand, are improving faster, and some, like Singapore and Japan, are miles ahead. Even eighth-graders in much poorer countries like Estonia and Hungary outperformed their U.S. peers, who came in ninth

of the 44 nations on the science portion of the test.

Perhaps even more important than the struggle of U.S. students to keep pace with their international peers is their failure to keep up in enthusiasm for the subject. At 2004's Intel International Science and Engineering Fair in Portland, Ore., the world's pre-eminent precollege science event, Intel chairman Craig Barrett asked China's Education Minister how many students there take part in regional science fairs. "When he said 6 million kids, it was a moment of reflection," says Barrett. In the U.S., about 50,000 take part in the fairs. Stanford University president John Hennessy is worried about a lack of role models, among other things. "We have [TV] shows about doctors, lawyers, politicians. Where are our role models of scientific innovation?" asks Hennessy. "We need Eddie the Engineer or Sam the Scientist."

The science role models most students know best are their teachers. But science teachers who are both passionate and prepared are scarce. U.S. high school students have just a 40% chance

of studying chemistry with a teacher who majored in the subject, according to a 2005 report from the National Academy of Sciences. By contrast, they have a 70% likelihood of studying English with an English major. Often, educators at the elementary level never liked science in the first place. That's in part because science enthusiasts, who start at about \$32,000 in a public school teaching job, are lured to careers in the business world. "Corporate America is eating its feed corn," says Wheeler. Women who excel in science today, he says, have





THOMAS H. HARRIS/REUTERS

tiative. Bush aides say the indispensable player in moving the package to the presidential podium was Bush's workout partner and close friend former Commerce Secretary Donald Evans, who made it a crusade after a fellow Texan on the National Academies committee handed him the report. "This is like Sputnik," Evans tells TIME. "We need to give this the same focus and energy."

By Dec. 6, when Republican Representative Sherwood Boehlert, chairman of the House Science Committee, met with Office of Management and Budget (OMB) director Josh Bolten to press for more money for scientific research, Boehlert found Bolten unexpectedly receptive. Later that day, four Cabinet Secretaries showed up for a meeting on scientific research held at the Commerce Department. Energy Secretary Samuel Bodman surprised Boehlert by staying all day. Although the Congressman has been advocating increased scientific research for years, Boehlert says, "Now it was

career options that weren't open to them in the Sputnik era, a victory for equality but a loss for schools. "Teachers are so frightened of these subjects that they transmit the fear to the children," says former Merck CEO P. Roy Vagelos. "These kids are afraid of science."

A teacher must feel confident in the subject to veer from the rote learning that turns so many students off. At Frick Middle School in Oakland, Calif., science teacher Caleb Cheung turned seventh-graders into inquisitive crime-scene investigators when he introduced a unit last fall on

cells and microscopes. Students arrived in class to find an empty birdcage and a ransom note—someone had apparently kidnapped Cheung's pet doves, Herbert and Angel. For the next six weeks, the young detectives analyzed fingerprints, interviewed witnesses and compared hair and fabric samples under microscopes to find the perpetrator.

In Cheung's school district, as in many others across the country, science instruction has been losing out in some grades to math and language arts, the subjects that are currently

walked into their classrooms and said, "Stop teaching science," says Wheeler. Even teachers who are eager and equipped often face daunting curricular goals—U.S. science texts usually cover many more topics than international ones do. "Compared to the rest of the world, we're a mile wide and an inch deep," says Wheeler.

There are some signs of hope on the pedagogical horizon. Beginning in the 2007-08 school year, No Child Left Behind will require states to start testing in science in three grades. "There's gonna be a large snapping sound as schools suddenly remember they do have to teach science after all," says Wheeler. In his speech, Bush said he would like to train 70,000 high school teachers to lead advanced-placement courses in math and science, nearly tripling the number of such teachers, and expanding access for low-income students to those rigorous courses. Another of Bush's plans would bring 30,000 math and science professionals to teach in classrooms through an Adjunct Teacher Corps program. Educators and industrialists who have long been pushing for action say they

want to see the fine print of Bush's proposal. "There were a lot of hoorays from the business world," says Bill Swanson, CEO of Raytheon, a defense company that offers schools \$1 million in math grants each year. "But I'm concerned about what's going to happen in that fourth- to eighth-grade range. If you lose a kid then, it's awfully hard to get him back into science in high school."

While Washington is just getting on board with science education, some programs that originated outside the Beltway are flourishing. The University of Texas at Austin's UTeach graduates 70 students a year with teaching certificates and bachelor's degrees in a science or math, and those aspiring teachers are more than twice as likely to stay in the eight-year-old degree program as other science students. A crucial element of the program's success, says co-director Michael Marder, is giving students classroom experience in their first year. "The best way to convince talented young people to teach," says Marder, "is to give them an opportunity to try it." —By Rebecca Winters Keegan/Los Angeles. With reporting by Amanda Bower/San Francisco



MATTHEW HARRISON/REUTERS

tested under the federal No Child Left Behind law. U.S. elementary school kids spend an average of just 16 minutes a day on science, and that's dwindling to zero in many schools. "Teachers have reported to us that their principals have GET CRACKIN'! Patton Elementary School kids in Texas break some eggs in a science class that feels like play



getting the visibility." Soon Bush himself was pushing the proposals through the OMB, which often rips such initiatives apart.

If all that was at stake was some sort of bragging rights—who has the most Nobels, who gets to look down its national nose at the rest of the world—none of that would have happened because it wouldn't really matter. After all, Americans may have invented the integrated circuit and the Internet and the lightbulb, but people all over the world get to use them. Same goes for the statin drugs that lower cholesterol and the iPod. And we are obviously free to use inventions made elsewhere, such as Velcro and the ballpoint pen.

There's much more to it, though. "Imagine," says Stanford University president John Hennessy, "that the next round of innovations in networking is done in India or China. How many years is it before either Cisco relocates to India or China and grows most of its new jobs there or the next Cisco is actually created there?" That's not so farfetched, says Du Pont CEO Chad Holliday: "If the U.S. doesn't get its act together, Du Pont is going to go to the countries that do, and so are IBM and Intel. We'd much rather be here, but we have an obligation to our employees and shareholders to bring value where we can."

That means not only that Americans have to be better than the rest of the world at inventing things but also that we have to be better at the basic research that precedes invention. Back in the 19th and early 20th centuries, people like Edison, Morse and the Wright brothers proved that Americans were pretty good at creating useful technology. But all of it was based on fundamental science done in places like Britain, Germany and France, where the true intellectual action was.

If not for Hitler, it might still be, but his aggression drove scientists out of Europe, and the desperate need to defeat him galvanized the U.S. and Britain into pouring money into defense research, creating powerful new technologies—radar, sonar, the atom bomb. U.S. leaders learned that pure research like atomic and electromagnetic physics, combined with massive government funding, could lead to dramatic breakthroughs in military technology. Because the Soviet Union almost immediately became just as ominous a threat as Nazi Germany had been, Congress created the National Science Foundation in 1950 to fund basic and applied science, mostly at universities, "to promote the progress of science; to advance

# EUREKA! ... BUT WHAT IS IT?

Why should governments or companies fund open-ended scientific research? Because the history of innovation is filled with accidental discoveries that changed the world. Think about that next time you eat some microwave popcorn



## ▲ MICROWAVE OVEN

In 1946 Percy Spencer, a Raytheon Corp. self-taught engineer studying radars, tested a vacuum tube called a magnetron, and something unusual happened: a candy bar in his pocket melted. The scientist placed popcorn kernels near the tube and then an egg, watching in amazement as the kernels popped and the yolk splattered. Spencer realized that exposure to low-density microwave energy could cook food quickly, and he created the first commercial microwave a year later. Smaller models followed, revolutionizing a certain kind of cooking.



## ► ARTIFICIAL HEART

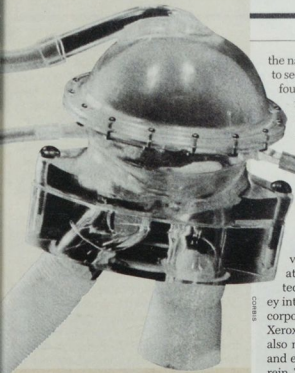
David Saucier, a NASA expert researching rocket-engine fuel pumps in the 1980s, was recovering from heart surgery by renowned surgeon Dr. Michael DeBakey when he had an idea: What about using the technology in the pump that powers the space shuttle to create a heart pump for patients? Saucier talked to Baylor College of Medicine physicians and for almost two decades NASA and DeBakey worked on a mini ventricular device. The size of a pink beveled eraser, it helps adults and children survive for up to two years while awaiting a transplant.

## SCOTCHGARD

In 1953 Patsy Sherman, one of the few women chemists at a major corporation, was researching in 3M's labs ways to create a rubber material that aircraft fuel couldn't destroy. Her assistant accidentally knocked over a bottle of synthetic latex onto her new sneakers. Soap, alcohol and solvents couldn't remove the compound, but Sherman also noticed it resisted dirt. So she and a colleague improved its liquid repellency, and three years later 3M sold it on the market as a suede protectant. In 1973 Sherman obtained a patent for it to preserve carpets.

## ◀ TEFLON

In 1938 Roy Plunkett, a young Du Pont chemist, was trying to find a new kind of refrigerant for manufacturers and filled a tank with a gas related to Freon. When he opened it later, he found he had accidentally created a slippery white powder. General Leslie Groves, heading the Manhattan Project to build the atom bomb, heard about the substance from a Du Pont friend when his scientists were looking for a material for gaskets that could resist the bomb's corrosive gas, uranium hexafluoride. Groves had Du Pont make Teflon for the bomb, but it wasn't until 1960 that it coated pans and muffin tins. Today pacemakers and other devices use it, as it's one of the few materials the body doesn't reject.



CORBIS

## INTERNET

After the Soviet Union beat the U.S. into space with the launch of Sputnik I, the first satellite, in 1957, the Department of Defense created the Advanced Research Projects Agency to kick-start innovation.

It named Joseph Licklider to find ways to protect the U.S. against a space-based nuclear attack, and he believed a communications network was key to those efforts. The first Net went live in October 1969 with the University of California, Los Angeles, talking to the Stanford Research Institute. In 1990 the National Science Foundation expanded the system connecting university networks. It reached the public in 1992.

## ► KRAZY GLUE

Harry Coover accidentally discovered cyanoacrylate, the substance in Krazy Glue, on two different occasions: first when trying to create a see-through plastic for gun sights during World War II and then years later, in 1951, when at Kodak attempting to develop a heat-resistant polymer for jet canopies. Both times the new substance was too sticky for his needs. Kodak marketed it in 1958 as an all-purpose, supersticky glue. In Vietnam, medics used it to save lives, sealing cuts before injured soldiers reached a hospital.



the national health, prosperity, and welfare; to secure the national defense..." In 1958 it founded NASA in order to renewed fears of Soviet technical competition ignited by the launch of Sputnik the previous year. Also in 1957 and for the same reason, the Department of Defense started the Advanced Research Projects Agency (ARPA). And it established or beefed up national laboratories in New Mexico, California, Illinois, Washington and New York.

All those organizations focused in varying degrees on applied science—attempts to invent useful new technologies—but all of them put money into pure science as well. So did private corporations, including AT&T, IBM and Xerox, which hired not just engineers but also mathematicians, physicists, biologists and even astronomers and gave them free rein. The strategy led to utterly impractical but revolutionary discoveries. The Big Bang theory of the cosmos, to name just one example, got its first experimental proof at AT&T's Bell Labs.

But the strategy paid off in an avalanche of astonishing and profitable technologies as well, from computer chips to fiber-optic cables to lasers to gene splicing and more. According to a 2003 National Academies report, no fewer than 19 multibillion-dollar industries resulted from fundamental research in information technology alone. Yet, says David Patterson, president of the Association for Computing Machinery, "people have this idea of academic research as this fuzzy, ivory-tower stuff that probably doesn't pay off."

That extraordinary track record also made scientists and engineers into national heroes. They won the war, they got us to the moon, they protected us from polio and dozens of other illnesses, and they gave us a standard of living far higher than that of any other country. Young people were inspired to emulate their egghead heroes, and federal funding made that possible. Energy Secretary Bodman, for example, recalls that he went to graduate school on a National Science Foundation fellowship in 1960. "Without that fellowship," he says, "I can virtually guarantee I wouldn't have done it."

For nearly a half-century, the strategy of putting money into science guaranteed that the U.S. would lead the world by just

about every measure of scientific and technological prowess. So, what changed? American business, for one thing. Competitive pressure and the need to prop up stock prices forced many companies to abandon research and focus mostly on short-term product development. Freewheeling corporate research labs that didn't contribute visibly to the bottom line—AT&T's Bell Labs, Xerox's Palo Alto Research Center, IBM's Thomas J. Watson Research Center—have been restructured.

Much the same happened to military-funded research. The Defense Advanced Research Projects Agency (DARPA, the successor agency to ARPA) halved its funding of academic information-technology research from 2001 to 2004. "They say that because we're in a war, we need to have a shorter-term focus," laments Patterson. "But during Vietnam," he says, DARPA-funded researchers "laid the technology, the underlying vocabulary, of the Internet. They were doing fundamental, important, long-term research."

# We don't have the shadow of Sputnik or the cold war for inspiration anymore

Nonmilitary research grants, meanwhile, have been essentially flat for the past 15 years. The one exception: the National Institutes of Health, whose budget doubled from 1998 to 2003. "Unless there's an emotional appeal, basic research is well beyond the time span of the next election," says Craig Barrett, chairman of Intel. "There is a very emotional attachment to research on cancer or chronic illnesses. It's much more difficult to say, 'What will the structure of the transistor look like in the next 15 years?'"

As the size of individual grants shrinks, university researchers have to win more of them to keep research going, which requires enormous amounts of extra paperwork. "It's decreased their quality of life," says Paul Jennings, provost of Caltech and a civil engineer. When students see how much time a professor spends on bureaucratic busywork, says Jennings, they say, "I don't want to do that." It's not just red tape either, says Paul Nurse, president of Rockefeller University and a 2001 Nobel laureate in physiology or medicine. "If we

compare what our best undergraduates get paid as a graduate student vs. what they get paid in investment banking, there's no doubt that there's tremendous economic pressure to suck you away from what is perhaps your first academic love." As for teaching science at the precollege level, salaries and working conditions are even more dismal.

Students at elite universities are getting that message loud and clear. Melisa Gao, 20, is a senior majoring in chemistry at Princeton, but when recruiters from

the time your roommate is out of grad school, you've been promoted, plus you're making a lot more money, while they're stuck in lab."

Even at M.I.T., the U.S.'s premier engineering school, the traditional career path has lost its appeal for some students. Says junior Nicholas Pearce, a chemical-engineering major from Chicago: "It's marketed as—I don't want to say dead end but sort of 'O.K., here's your role, here's your lab, here's what you're going to be working on.' Even if it's a really cool product, you're

well for napalm. Chernobyl and Three Mile Island soured Americans on nuclear power. Shuttle crashes and a defective Hubble telescope made NASA look inept. Substances from DDT to PCBs to ozone-eating chlorofluorocarbons proved more dangerous than anyone realized. Drug disasters like the thalidomide scandal made some people nervous about the unintended consequences of new drug treatment. It's in that context of skepticism toward science that some reasonable questions have been raised lately about genetically modified foods and the scope of human embryonic work.

Even so, the U.S. commitment to science might have remained strong if the Soviet Union hadn't collapsed in the late '80s. "We don't have this shadow of Sputnik or the cold war overhanging us," says Stanford's Hennessy, "and we need a different form of inspiration." In fact, says Robert Birgeneau, a physicist and chancellor of the University of California, Berkeley, it already exists, if only we would recognize it. "We have a different kind of war, an economic war," he says. "The importance of investing in long-term research for winning that war hasn't been understood."

Not in this country, anyway. But other nations, realizing how successful the U.S. model of scientific research has been, have begun to copy it in earnest. Finland decided back in the 1970s to focus on electronics and a handful of other high-tech industries, and now has the most research scientists per capita in the world. South Korea decided

to concentrate on reproductive technology, and although the research of superstar Hwang Woo Suk has been exposed as mostly fraudulent, the country has plenty of other world-class experts in cloning and stem-cell research.

Singapore, meanwhile, with its Biopolis project, is pulling in top biomedical scientists—not just Edison Liu but Americans like geneticist Sydney Brenner and, most recently, husband-and-wife cancer researchers Neal Copeland and Nancy Jenkins, who are leaving the National Cancer Institute after two decades. They turned down competing offers from Stanford and the Memorial Sloan-Kettering Cancer Center because, Copeland says, "what's going on over there is amazing. There's plenty of funding and a lot less bureaucracy." Moreover, says Liu, "In the U.S. the state government says, Let's do one thing, while the Federal Government is trying to stamp it out." Singapore, by contrast, has a single set of reasonably permissive regulations.

Small, economically developed countries aren't the only ones that have created



DENG HONGKUI

**“When I visited China, it had really changed. I thought, Why not go back to do research?”**

Deng, in the Peking University stem-cell lab he directs, was lured from the U.S. back to his homeland with the promise of state-of-the-art facilities

consulting firms and investment banks showed up on campus last fall, she went on several interviews, and she will take a job as a consultant after graduation. She says, "They love the fact that science majors can think analytically, that we're comfortable with numbers." Increasingly, science majors love those companies back. Gao says, "There are no guarantees if you go into science, especially as a woman. You have to worry about getting tenure. Or if you go into industry, it takes you a long time to work your way up the ladder." If you go into finance or consulting instead, "by

locked into it." Like Gao, Pearce is leaning toward consulting. "If you're an M.I.T. grad and you're going to get paid \$50,000 to work in a cubicle all day—as opposed to \$60,000 in a team setting, plus a bonus, plus this, plus that—it seems like a no-brainer."

Another problem has been the tarnished image of science itself. Catchphrases that felt inspiring in the 1950s—"Better living through chemistry," "Atoms for peace"—have a darker connotation today. Du Pont, which invented nylon, became known as



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- Lightheadedness
- Difficulty with coordination

Sleep medicines can make you sleepy during the day. How drowsy you feel depends upon how your body reacts to the medicine, which sleep medicine you are taking, and how large a dose your doctor has prescribed. Daytime drowsiness is best avoided by taking the lowest dose possible that will still help you sleep at night. Your doctor will work with you to find the dose of LUNESTA that is best for you. Some people taking LUNESTA have reported next-day sleepiness.

To manage these side effects while you are taking this medicine:

- When you first start taking LUNESTA or any other sleep medicine, until you know whether the medicine will still have some effect on you the next day, use extreme care while doing anything that requires complete alertness, such as driving a car, operating machinery, or piloting an aircraft.
- Do not drink alcohol when you are taking LUNESTA or any sleep medicine. Alcohol can increase the side effects of LUNESTA or any other sleep medicine.
- Do not take any other medicines without asking your doctor first. This includes medicines you can buy without a prescription. Some medicines can cause drowsiness and are best avoided while taking LUNESTA.
- Always take the exact dose of LUNESTA prescribed by your doctor. Never change your dose without talking to your doctor first.

#### Special Concerns

There are some special problems that may occur while taking sleep medicines.

#### Memory Problems

Sleep medicines may cause a special type of memory loss or "amnesia." When this occurs, a person may not remember what has happened for several hours after taking the medicine. This is usually not a problem since most people fall asleep after taking the medicine. Memory loss can be a problem, however, when sleep medicines are taken while traveling, such as during an airplane flight and the person wakes up before the effect of the medicine is gone. This has been called "traveler's amnesia." Memory problems have been reported rarely by patients taking LUNESTA in clinical studies. In most cases, memory problems can be avoided if

you take LUNESTA only when you are able to get a full night of sleep before you need to be active again. Be sure to talk to your doctor if you think you are having memory problems.

#### Tolerance

When sleep medicines are used every night for more than a few weeks, they may lose their effectiveness in helping you sleep. This is known as "tolerance." Development of tolerance to LUNESTA was not observed in a clinical study of 6 months' duration. Insomnia is often transient and intermittent, and prolonged use of sleep medicines is generally not necessary. Some people, though, have chronic sleep problems that may require more prolonged use of sleep medicine. If your sleep problems continue, consult your doctor, who will determine whether other measures are needed to overcome your sleep problems.

#### Dependence

Sleep medicines can cause dependence in some people, especially when these medicines are used regularly for longer than a few weeks or at high doses. Dependence is the need to continue taking a medicine because stopping it is unpleasant.

When people develop dependence, stopping the medicine suddenly may cause unpleasant symptoms (see *Withdrawal* below). They may find they have to keep taking the medicine either at the prescribed dose or at increasing doses just to avoid withdrawal symptoms.

All people taking sleep medicines have some risk of becoming dependent on the medicine. However, people who have been dependent on alcohol or other drugs in the past may have a higher chance of becoming addicted to sleep medicines. This possibility must be considered before using these medicines for more than a few weeks. If you have been addicted to alcohol or drugs in the past, it is important to tell your doctor before starting LUNESTA or any sleep medicine.

#### Withdrawal

Withdrawal symptoms may occur when sleep medicines are stopped suddenly after being used daily for a long time. In some cases, these symptoms can occur even if the medicine has been used for only a week or two. In mild cases, withdrawal symptoms may include unpleasant feelings, in more severe cases, abdominal and muscle cramps, vomiting, sweating, shakiness, and, rarely, seizures may occur. These more severe withdrawal symptoms are very uncommon. Although withdrawal symptoms have not been observed in the relatively limited controlled trials experience with LUNESTA, there is, nevertheless, the risk of such events in association with the use of any sleep medicine.

Another problem that may occur when sleep medicines are stopped is known as "rebound insomnia." This means that a person may have more trouble sleeping the first few nights after the medicine is stopped than before starting the medicine. If you should experience rebound insomnia, do not get discouraged. This problem usually goes away on its own after 1 or 2 nights.

If you have been taking LUNESTA or any other sleep medicine for more than 1 or 2 weeks, do not stop taking it on your own. Always follow your doctor's directions.

#### Changes In Behavior And Thinking

Some people using sleep medicines have experienced unusual changes in their thinking and/or behavior. These effects are not common. However, they have included:

- More outgoing or aggressive behavior than normal
- Confusion
- Strange behavior
- Agitation
- Hallucinations
- Worsening of depression
- Suicidal thoughts

How often these effects occur depends on several factors, such as a person's general health, the use of other medicines, and which sleep medicine is being used. Clinical experience with LUNESTA suggests that it is rarely associated with these behavior changes.

It is also important to realize it is rarely clear whether these behavior changes are caused by the medicine, are caused by an illness, or have occurred on their own. In fact, sleep problems that do not improve may be due to illnesses that were present before the medicine was used. If you or your family notice

any changes in your behavior, or if you have any unusual or disturbing thoughts, call your doctor immediately.

#### Pregnancy And Breastfeeding

Sleep medicines may cause sedation or other potential effects in the unborn baby when used during the last weeks of pregnancy. Be sure to tell your doctor if you are pregnant, if you are planning to become pregnant, or if you become pregnant while taking LUNESTA.

In addition, a very small amount of LUNESTA may be present in breast milk after use of the medication. The effects of very small amounts of LUNESTA on an infant are not known; therefore, as with all other prescription sleep medicines, it is recommended that you not take LUNESTA if you are breastfeeding a baby.

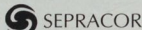
#### Safe Use Of Sleep Medicines

To ensure the safe and effective use of LUNESTA or any other sleep medicine, you should observe the following cautions:

1. LUNESTA is a prescription medicine and should be used ONLY as directed by your doctor. Follow your doctor's instructions about how to take, when to take, and how long to take LUNESTA.
2. Never use LUNESTA or any other sleep medicine for longer than directed by your doctor.
3. If you notice any unusual and/or disturbing thoughts or behavior during treatment with LUNESTA or any other sleep medicine, contact your doctor.
4. Tell your doctor about any medicines you may be taking, including medicines you may buy without a prescription and herbal preparations. You should also tell your doctor if you drink alcohol. DO NOT use alcohol while taking LUNESTA or any other sleep medicine.
5. Do not take LUNESTA unless you are able to get 8 or more hours of sleep before you must be active again.
6. Do not increase the prescribed dose of LUNESTA or any other sleep medicine unless instructed by your doctor.
7. When you first start taking LUNESTA or any other sleep medicine, until you know whether the medicine will still have some effect on you the next day, use extreme care while doing anything that requires complete alertness, such as driving a car, operating machinery, or piloting an aircraft.
8. Be aware that you may have more sleeping problems the first night or two after stopping any sleep medicine.
9. Be sure to tell your doctor if you are pregnant, if you are planning to become pregnant, if you become pregnant, or if you are breastfeeding a baby while taking LUNESTA.
10. As with all prescription medicines, never share LUNESTA or any other sleep medicine with anyone else. Always store LUNESTA or any other sleep medicine in the original container and out of reach of children.
11. Be sure to tell your doctor if you suffer from depression.
12. LUNESTA works very quickly. You should only take LUNESTA immediately before going to bed.
13. For LUNESTA to work best, you should not take it with or immediately after a high-fat, heavy meal.
14. Some people, such as older adults (i.e., ages 65 and over) and people with liver disease, should start with the lower dose (1 mg) of LUNESTA. Your doctor may choose to start therapy at 2 mg. In general, adults under age 65 should be treated with 2 or 3 mg.
15. Each tablet is a single dose; do not crush or break the tablet.

**Note:** This summary provides important information about LUNESTA. If you would like more information, ask your doctor or pharmacist to let you read the Prescribing Information and then discuss it with him or her.

#### Rx only



science-friendly cultures: 54% of the staff at the Chinese Academy of Engineering and an astonishing 81% of the scientists at the Chinese Academy of Sciences are people who have returned from abroad. Deng Hongkui's story is typical. When he went to the U.S. in 1989 for postgraduate study in virology, he thought he would go back to China only to visit family and friends. But in 2000 he returned as director of one of Peking University's newest research centers. Deng was promised his own team of students and faculty members and whatever state-of-the-art facilities he needed to pursue his research on stem cells. It clearly wasn't the same country he had left 11 years earlier. "It was more exciting, more dynamic," he says. "Before I never [thought] about doing research there because I needed resources, but it looked to me that resources were available. The whole environment was changing."

Those countries offer more than just funding. They're also determined to reproduce the spirit of wide-open inquiry that has made U.S. science so appealing and successful, says Steven Chu, director of the Lawrence Berkeley National Laboratory in Berkeley, Calif., and a 1997 Nobel laureate in physics. Wherever he goes, administrators at foreign universities ask him how to create an American-style learning and thinking environment. "They are catching up quickly," he says.

That is especially true in China, where the government has put its muscle behind an all-out effort to transform homegrown science. "Ten years ago in China, it was virtually all derivative stuff," says Chu. "Students would sit and listen and try to capture every word. Now they're asking lots of questions." During a 100th-anniversary celebration for Peking University a few years ago, Chu found himself seated next to China's Minister for Education. "She was asking for my autograph," he says, shaking his head. "It was totally topsy-turvy. Can you imagine in the U.S. the Secretary of Education fawning on a Nobel prizewinner? It just won't happen." In his book *Thomas Friedman* puts it another way: "In China today, Bill Gates is Britney Spears. In America today, Britney Spears is Britney Spears—and that is our problem."

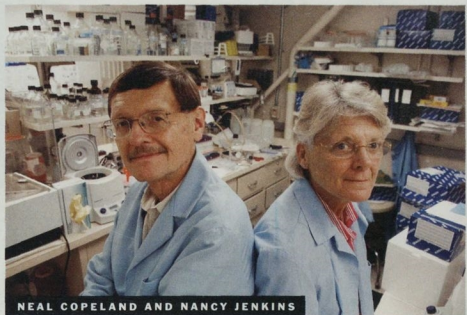
Indeed, P. Roy Vagelos, a former CEO and chairman of Merck, traveled last fall to China, where he met a number of U.S.-educated Chinese scientists who had returned to work in their homeland. "The new labs are spectacular," he says. "Unbelievable. The equipment leaves nothing to be desired." The government is doling out

generous research grants to academic scientists. In all, it invested nearly 110 billion yuan on science in 2004, up from less than 50 billion yuan in 1999. Chinese scientists also get cash awards that can run into thousands of dollars for getting papers published in scholarly journals.

The beeping up of research labs in China and elsewhere is not just luring natives back to their homeland. It is also retaining promising students who might once have gone to the U.S. to study. That matters because keeping U.S. universities the best in the world depends on luring the very best students. Tougher visa regulations

In absolute terms, of course, the U.S. is still the world leader in scientific research. A half-century's worth of momentum is tough to derail. Yet, says Shirley Tilghman, president of Princeton and a molecular biologist, "there's still reason to feel some urgency. The world is not standing still while we take a pause."

For the first time in decades, however, there's hope that the pause may be ending. Given its bipartisan appeal, the Bush Competitiveness Initiative is likely to pass. Funding won't be easy, given the soaring deficit, but the people who dole out the money are enthusiastic. "I am



**“Declining research budgets in the U.S. are making it harder to try new things.”**

Copeland and Jenkins, in their lab at the National Cancer Institute, are moving operations to Singapore after turning down several prestigious offers in the U.S.

put in place after 9/11 don't help either. Chu has plenty of horror stories. One former student went home to Taiwan for a brief vacation. When he applied for his re-entry visa, he said he was studying atomic physics. Even though that subject had nothing to do with nuclear-weapons work, 18 months passed before he could return. "These stories get passed around," says Chu. "If you're being courted all around the world, if you could go to graduate school anywhere you wanted, why would you come to the U.S.?"

very, very supportive," Representative Frank Wolf, the House Republican in charge of science funding, told *TIME*. "and I think the President is going to get what he requested." Sometimes, marvels Alexander, "these things sit for years and then suddenly come together in a big way." —Reported by Hannah Beech/Shanghai, Amanda Bower/San Francisco, Matthew Cooper and Eric Roston/Washington and Bryan Walsh/Hong Kong








# Your needs have changed. Your tastes have changed. And The Coca-Cola Company is changing right along with you.

When it comes to meeting the needs and the expectations of parents, educators, government, and, of course, the people who enjoy our products every day, we are listening. And we're doing things to try and make a difference, like providing more options including those that can help people manage their weight.

## **We're committed to offering products that answer your needs.**

The Coca-Cola Company now provides more than 80 different products in the United States. Over half of the drinks our customers now choose are low-calorie soft drinks, juices, sports drinks and waters. And the 15 new low-calorie options we added in 2005 provide even more choices.

 **We're committed to supporting physical activity.** Our support of programs that provide nutrition education and physical education help get over 4 million kids in this country informed and up and moving.

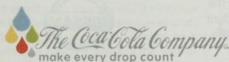
## **We're committed to helping you make informed choices about nutrition.**

Beginning in 2006, we'll be providing you with more useful information about our beverages and their ingredients beyond the label on the package. It's information designed to help you decide the right role for our products for yourself and your family.

## **We're committed to listening to your wishes in our advertising practices.**

Parents have told us that they prefer to be the gatekeeper when it comes to what to serve their children. And for over 50 years we've adhered to a company policy that prohibits advertising full-sugar carbonated soft drinks on television programs primarily viewed by children.

As your needs and tastes change, we're changing right along with you, doing all we can to help *make every drop count*. You can find out more at [coca-cola.com](http://coca-cola.com).



Perfect for mergers and aggressive takeovers.



**The 265-hp\* Nissan Maxima.** Power hungry? Own the road with the Maxima's 3.5-liter V6 engine with drive-by-wire throttle. Its 4-wheel independent suspension and available Bluetooth® Hands-Free Phone System only add to the feeling. Yeah, power is good. To learn more, visit **NissanUSA.com**.



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**CHECKING IN:**  
President and Mrs.  
Bush visit a high school  
biology class in Dallas

# The Political Science Test

Bush said science would guide his decisions, but those in the lab see ideology intruding on their work

By **KAREN TUMULTY**  
and **MARK THOMPSON**

**T**HE 3½-HR. CONFERENCE CALL brought together nearly two dozen of the nation's best minds on the subject of air quality—and many of them were steamed. As the scientists of the Environmental Protection Agency's Clean Air Scientific Advisory Committee, they are rarely overruled on their recommendations about how the government should react to the latest and best research on the dangers of dirty air. Seven months ago, they warned the EPA in a letter that unless it made at least modest reductions in the amount of airborne soot, thousands of Americans would die prematurely each year. But last December, EPA Administrator Stephen Johnson, citing "the best available science," ignored their coun-

sel. On the phone call last week, an exasperated Dr. James Crapo, professor of medicine at Denver's National Jewish Medical and Research Center, told his fellow scientists, "We need to write another letter and this time take a stronger stand."

Starting when he was a presidential candidate in 2000, George W. Bush has often assured voters that his policymaking would be guided by "sound science." Last week, in his State of the Union address, the President pointed to scientific research as the way to "lead the world in opportunity and innovation for decades to come." Yet growing num-

bers of researchers, both in and out of government, say their findings—on pollution, climate change, reproductive health, stem-cell research and other areas in which science often finds itself at odds with religious, ideological or corporate interests—are being discounted, distorted or quashed by Bush Administration appointees.

White House officials don't see that pattern of interference. "This Administration has been very supportive of science," Bush's science adviser and respected physicist John Marburger told TIME. "The President wants us to do it right, and doesn't want us to do things that contradict the laws of nature." But in the past two years, the Union of Concerned Scientists has collected the signatures of more than 8,000 scientists—

**“Good science cannot long persist in an atmosphere of intimidation.”**

—Sherwood Boehlert, Republican chairman of the House Science Committee, in a letter to NASA

including 49 Nobel laureates, 63 National Medal of Science recipients and 171 members of the National Academies—who accuse the Administration of an unprecedented level of political intrusion into their world. “There have always been isolated incidents where people have played politics with science,” says Francesca Grifo, director of the group’s Scientific Integrity Program. “What’s new is its pervasive and systemic nature. We get calls every week from federal scientists reporting stuff to us.”

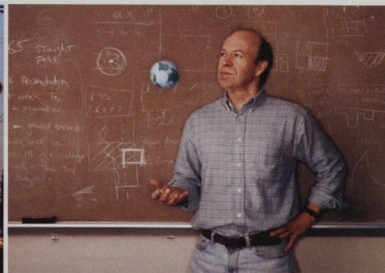
Rarely, however, are they willing to put their jobs and their research grants at risk by going public with their complaints. That’s why it was so remarkable when one of the government’s leading experts on climate change, 29-year NASA veteran James Hansen, who is director of the Goddard Institute for Space Studies, charged on the

came so clear to me that they were interested in those things that they were doing anyhow, but they were not willing to consider the changes that would be needed to reduce the most important greenhouse gas, carbon dioxide, in the near term.”

NASA officials have denied that Hansen was silenced, and insist public-affairs officers routinely review interview requests. Hansen himself has not stayed outside the realm of politics, having announced in a 2004 speech at the University of Iowa that he planned to vote for John Kerry. Still, his scientific reputation is solid enough that Sherwood Boehlert, Republican chairman of the House Science Committee, wrote NASA Administrator Michael Griffin last week to demand an explanation and make clear that “good science cannot long persist in an atmosphere of intimidation ... NASA is

entific consensus leads to a politically inconvenient conclusion. Then they want to go to Plan B,” he says. “That’s seamless from one Administration to another; I don’t care if it’s a Republican or a Democrat.”

Some who have experienced it from the inside, however, disagree. Dr. Gerald Keusch, former director of the Fogarty International Center at the National Institutes of Health (NIH), says he saw a marked change in its operations as the government moved from the Clinton to the Bush administrations. Under Clinton, Keusch says, he never encountered resistance in appointing experts to the advisory board that conducted peer reviews of grant proposals to the center, which focuses on international health issues, particularly in developing countries. He made seven nominations, and all were approved by the Department of Health and Human Services (HHS) within three weeks. Under Bush, his first four nominations were quickly endorsed by NIH but then, says Keusch, “it’s 10 months before I hear from HHS, rejecting three of the four, including a Nobel laureate, with no reasons given.” In return, HHS sent him the résumés of other people, many of whom had no expertise in infectious diseases or developing countries. Over the next three years, Keusch recalls, he had to nominate 26 people to fill seven vacancies and “came close to having a very dysfunctional advisory committee. I couldn’t



**DISSENTER** Hansen says NASA tried to silence him for criticizing Bush's policy on global warming

front page of the *New York Times* that he has been muzzled by the agency. He accused the agency of demanding to review his lectures, papers and postings to the NASA website, as well as screen his media interviews.

So respected is Hansen that he has been invited to brief Vice President Dick Cheney. The White House wanted to hear Hansen’s findings that supported its view that there are easier and cheaper steps toward controlling global warming—reducing vehicle soot and methane emissions, for instance—than curbing carbon dioxide, which by some estimates would cost the energy industry \$100 billion or more. But Hansen’s more recent research suggesting that global warming is accelerating, and that time is running out to find a solution, was less favorably received, he told *TIME*. “It just be-

came so clear to me that they were interested in those things that they were doing anyhow, but they were not willing to consider the changes that would be needed to reduce the most important greenhouse gas, carbon dioxide, in the near term.”

Boehlert does not see a larger problem of Administration meddling and suggests that Hansen probably fell victim to an overzealous, middle-level bureaucrat. “I don’t for a moment think that the Administration is dictating from the White House some policy directed to silence distinguished scientists like Dr. Hansen,” he says. And he noted that politics and science have never had an easy, hands-off relationship in Washington. “This is a town where people like to say they’re for science-based decision making, until the sci-

get a quorum anymore.”

Keusch, now associate dean for global health at Boston University’s School of Public Health, says ultimately he couldn’t take the “disdainful and disparaging” way in which he was treated—and adds that he is not the only one. “People who have done extremely well in their positions have left because they’re being disregarded,” he says. But others, like Hansen, say that hostility is all the more reason to stay and speak out about what they are convinced are growing dangers to the world’s health and environment. “I don’t want my grandchildren in the future to say, ‘He understood what was going to happen, but he didn’t explain it to the people,’” Hansen says. “So I’m going to try to explain that story.” —With reporting by Matthew Cooper/Washington and Christine Gorman/New York

# VYTORIN treats the 2 sources of cholesterol.



## FOOD

You probably know that cholesterol comes from food. But what you might not know is that your cholesterol has a lot to do with your family history. VYTORIN treats both sources of cholesterol.

A healthy diet is important, but when it's not enough, adding VYTORIN can help. VYTORIN helps block the absorption of cholesterol that comes from food and reduces the cholesterol that your body makes naturally.

**In clinical trials, VYTORIN lowered bad cholesterol more than Lipitor alone.** VYTORIN is a tablet containing two medicines: Zetia® (ezetimibe) and Zocor (simvastatin).



## FAMILY

**Important information:** VYTORIN is a prescription tablet and isn't right for everyone, including women who are nursing or pregnant or who may become pregnant, and anyone with liver problems. Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. VYTORIN may interact with other medicines or certain foods, increasing your risk of getting this serious side effect. So, tell your doctor about any other medications you are taking.

To learn more, call 1-877-VYTORIN or visit [vytorin.com](http://vytorin.com). Please read the Patient Product Information on the adjacent page.

Continue to follow a healthy diet, and ask your doctor about adding VYTORIN.



MERCK / Schering-Plough Pharmaceuticals

To find out if you qualify, call 1-800-347-7503.

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**VYTORIN**  
(ezetimibe/simvastatin)

**Treat the 2 sources of cholesterol.**



## VYTORIN® (ezetimibe/simvastatin) Tablets

### Patient Information about VYTORIN (VI-tor-in)

Generic name: ezetimibe/simvastatin tablets

Read this information carefully before you start taking VYTORIN. Review this information each time you refill your prescription for VYTORIN as there may be new information. This information does not take the place of talking with your doctor about your medical condition or your treatment. If you have any questions about VYTORIN, ask your doctor. Only your doctor can determine if VYTORIN is right for you.

#### What is VYTORIN?

VYTORIN is a medicine used to lower levels of total cholesterol, LDL (bad) cholesterol, and fatty substances called triglycerides in the blood. In addition, VYTORIN raises levels of HDL (good) cholesterol. It is used for patients who cannot control their cholesterol levels by diet alone. You should stay on a cholesterol-lowering diet while taking this medicine.

VYTORIN works to reduce your cholesterol in two ways. It reduces the cholesterol absorbed in your digestive tract, as well as the cholesterol your body makes by itself. VYTORIN does not help you lose weight.

#### Who should not take VYTORIN?

Do not take VYTORIN:

- If you are allergic to ezetimibe or simvastatin, the active ingredients in VYTORIN, or to the inactive ingredients. For a list of inactive ingredients, see the "Inactive ingredients" section at the end of this information sheet.
- If you have active liver disease or repeated blood tests indicating possible liver problems.
- If you are pregnant, or think you may be pregnant, or planning to become pregnant or breast-feeding.

VYTORIN is not recommended for use in children under 10 years of age.

#### What should I tell my doctor before and while taking VYTORIN?

**Tell your doctor right away if you experience unexplained muscle pain, tenderness, or weakness. This is because on rare occasions, muscle problems can be serious, including muscle breakdown resulting in kidney damage.**

The risk of muscle breakdown is greater at higher doses of VYTORIN.

The risk of muscle breakdown is greater in patients with kidney problems.

Taking VYTORIN with certain substances can increase the risk of muscle problems. It is particularly important to tell your doctor if you are taking any of the following:

- cyclosporine

- danazol
- antifungal agents (such as itraconazole or ketoconazole)
- fibric acid derivatives (such as gemfibrozil, bezafibrate, or fenofibrate)
- the antibiotics erythromycin, clarithromycin, and telithromycin
- HIV protease inhibitors (such as indinavir, nelfinavir, ritonavir, and saquinavir)
- the antidepressant nefazodone
- amiodarone (a drug used to treat an irregular heartbeat)
- verapamil (a drug used to treat high blood pressure, chest pain associated with heart disease, or other heart conditions)
- large doses ( $\geq 1$  g/day) of niacin or nicotinic acid
- large quantities of grapefruit juice ( $>1$  quart daily)

It is also important to tell your doctor if you are taking coumarin anticoagulants (drugs that prevent blood clots, such as warfarin).

Tell your doctor about any prescription and nonprescription medicines you are taking or plan to take, including natural or herbal remedies.

Tell your doctor about all your medical conditions including allergies.

Tell your doctor if you:

- drink substantial quantities of alcohol or ever had liver problems. VYTORIN may not be right for you.
- are pregnant or plan to become pregnant. Do not use VYTORIN if you are pregnant, trying to become pregnant or suspect that you are pregnant. If you become pregnant while taking VYTORIN, stop taking it and contact your doctor immediately.
- are breast-feeding. Do not use VYTORIN if you are breast-feeding.

Tell other doctors prescribing a new medication that you are taking VYTORIN.

#### How should I take VYTORIN?

- Take VYTORIN once a day, in the evening, with or without food.
- Try to take VYTORIN as prescribed. If you miss a dose, do not take an extra dose. Just resume your usual schedule.
- Continue to follow a cholesterol-lowering diet while taking VYTORIN. Ask your doctor if you need diet information.
- Keep taking VYTORIN unless your doctor tells you to stop. If you stop taking VYTORIN, your cholesterol may rise again.

#### What should I do in case of an overdose?

Contact your doctor immediately.

#### What are the possible side effects of VYTORIN?

See your doctor regularly to check your cholesterol level and to check for side effects. Your doctor may do blood tests to check your liver before you start taking VYTORIN and during treatment.

In clinical studies patients reported the following common side effects while taking VYTORIN: headache and muscle pain (see What should I tell my doctor before and while taking VYTORIN?).

The following side effects have been reported in general use with either ezetimibe or simvastatin tablets (tablets that contain the active ingredients of VYTORIN):

- allergic reactions including swelling of the face, lips, tongue, and/or throat that may cause difficulty in breathing or swallowing (which may require treatment right away), rash, hives; joint pain; alterations in some laboratory blood tests; liver problems; inflammation of the pancreas; nausea; gallstones; inflammation of the gallbladder.

Tell your doctor if you are having these or any other medical problems while on VYTORIN. This is not a complete list of side effects. For a complete list, ask your doctor or pharmacist.

#### General Information about VYTORIN

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use VYTORIN for a condition for which it was not prescribed. Do not give VYTORIN to other people, even if they have the same condition you have. It may harm them.

This summarizes the most important information about VYTORIN. If you would like more information, talk with your doctor. You can ask your pharmacist or doctor for information about VYTORIN that is written for health professionals. For additional information, visit the following web site: [vytorin.com](http://vytorin.com).

#### Inactive ingredients:

Butylated hydroxyanisole NF, citric acid monohydrate USP, croscarmellose sodium NF, hydroxypropyl methylcellulose USP, lactose monohydrate NF, magnesium stearate NF, microcrystalline cellulose NF, and propyl gallate NF.

Issued June 2005



MERCK / Schering-Plough Pharmaceuticals

Manufactured for:  
Merck/Schering-Plough Pharmaceuticals  
North Wales, PA 19454, USA

20650006(1)(003)-VYT

Charles Krauthammer

# Don't Believe the Hype. We're Still No. 1

What the doomsayers don't say: America is a marvel of creativity

**W**HAT WOULD THE MOST ADVANCED, MOST FORWARD-looking, most self-assured country in history do without its periodic crises of confidence? In 1957 the Soviets put a tin can into space, and the U.S. thought the sky was falling. In the 1980s we began crying into our soup because Sony was selling so many nifty Trinitrons. "American decline" was all the fashion until the vaunted Japanese model of tight organization and industrial planning took a nosedive and a bunch of twentysomething Americans tinkering in their garages created untold wealth and took over the world.

Now, 20 years later, our newest fix of pessimism. Why? Our economic growth rate is second in the West only to tiny Finland's. It's probably just a symptom of \$3 gasoline. Nonetheless, it's back. This time it's not Russia or Japan but other inscrutable foreigners, Indian and Chinese. What was once rather unkindly said about Brazil—"the country of the future and always will be"—I say of them. I'm not worried.

You can pick your statistics. Mine are that the U.S. leads the world by an immense margin in just about every measure of intellectual and technological achievement: Ph.D.s, patents, peer-reviewed articles, Nobel Prizes. But in the end, it's the culture, stupid. The economy follows culture, and American culture is today, as ever, uniquely suited for growth, innovation and advancement.

The most obvious bedrock of success is entrepreneurial spirit. The U.S. has the most risk-taking, most laissez-faire, least regulated economy in the advanced Western world. America is heartily disdained by its coddled and controlled European cousins for its cowboy capitalism. But it is precisely America's tolerance for creative destruction—industries failing, others rising, workers changing jobs and cities and skills with an alacrity and insouciance that Europeans find astonishing—that keeps its economy churning and advancing.

Some are alarmed that government R&D funding has fallen from a 60% to a 30% share of total funding. So what? Does government necessarily make wiser investment decisions than private companies? The mistake of the Soviets, Japanese and so many others was to assume that creativity could be achieved with enough government planning and funding. But the very essence of creativity is spontaneity. A society's creativity is directly proportionate to the rate of free interaction of people and ideas in a vast unplanned national chemical reaction. There is

no country anywhere more given to the unencumbered, unfettered, unregulated exchange of ideas than the U.S.

And not just ideas but also the people who give life to them. America is uniquely socially mobile, ethnically mixed and racially tolerant. America is, in Ben Wattenberg's phrase, the first universal nation, indeed the only universal nation. Every street corner in New York City is a rainbow of humanity. The resulting interaction and fusion of cultures produce not just great cuisine and music and art but also great science and technology. Intel was cofounded by a Hungarian, Google by a Russian, Yahoo! by a Taiwanese. We are the world's masters of assimilation. Where else do you see cultures and races so at home with one another? In China?

Those cultural traits create the bottom line of our success:

productivity, the closest measure of national efficiency, as well as technological creativity and ultimately wealth creation.

In those areas, the U.S. continues to be the wonder of the world. From 1947 to the oil shock of 1973, our productivity grew annually at an average compounding 3% rate. For the next 20 years that rate was mysteriously cut in half, the background for much of the declinist vogue of the '80s.

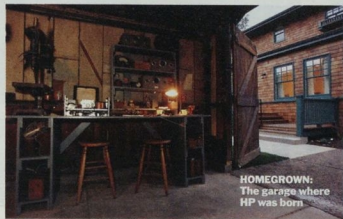
Then in the past decade, when

we finally stopped playing with our newfangled computers and figured out how to use them, productivity returned to the magic 3% level of the immediate postwar era when America bestrode the world like a colossus.

Indeed, in the past five years, our productivity hit 3.5%, surpassing those magic years. Our only rivals at the top of the productivity list are the postage-stamp Scandinavians (Finland, Denmark and Sweden), while the lumbering giants we so fear, China and India, rank 49th and 50th.

True, we can ruin our future if we listen to the voices of defeatism and give in to the classic isolationist tendencies of protectionism and xenophobia. Fear could lead us to cut off trade both in goods and in brains, keeping out those wily foreigners who come here to learn our secrets and take them home. Of course, some do. They always have, but the majority are seduced by the openness, tolerance and energy of America and stay here to enrich us.

Our gloom amid boom is a comment more on our national mood swings than on the state of our economy or scientific culture. If we can just keep our heads, take our meds and resist fear itself, we'll do just fine. ■



**HOMEGROWN:**  
The garage where  
HP was born

KIMBLE WHITE/COMBIS



# THE SCARS OF WAR

**UPDATE** Armored with humor, a severely wounded National Guardsman picks up his life and plots his return to the battlefield in Iraq

By CATHY BOOTH THOMAS SAN ANTONIO

**I**CAN DRINK BEER OUT OF MY LEG. HOW many people can do that?" Specialist Matthew Braddock takes a breather from the pound of pork ribs he's packing away to show off his prosthetic leg. The 25-year-old National Guardsman props his mechanical limb on the picnic table so everybody at Rudy's Country Store and Bar-B-Q can see. Then he rolls up the sleeve of his battle-dress uniform and points to the long, wide, nasty scar left by the explosion that took his leg in northern Iraq a year ago. People come by afterward to slap him on the back

and thank him for serving his country. No pity party here. "I live by the theory of suck it up. Why be negative?" he says. "I can run faster now, and the chicks dig it."

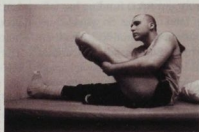
After a year of rehabilitation at the

Brooke Army Medical Center in San Antonio, Texas, Braddock is driving his Jeep Wrangler home this week to Vancouver, Wash., to see his mom, play tabletop war games with his buddies and try to get out of the Guard—not to leave the military but to join the Army. He wants to go back to Iraq, never mind the missing leg. After all, with its high-tech Renegade foot, his new one has made him faster and funnier. Why test fate a second time? Because he loves the military, loves guns and loved his job as a scout.

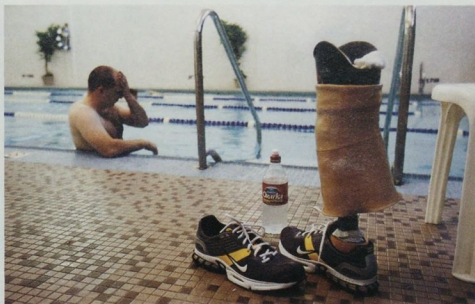
"I'm going back to be a trigger puller, not a bullet catcher," he says, reasoning that the odds of being blown up twice are pretty low. His mom, Rhett Drennan, is worried but resigned, especially since her daughter is in

**MARCH 2005** After this photo of Braddock appeared in *TIME*, letters poured in from readers asking what had become of him

## THE LUCKY ONES







**WATER WORKOUT** Braddock removes his prosthesis before his morning laps. He's trying to lose the 20 lbs. he gained since the accident

month's roadside bomb attack on ABC News co-anchor Bob Woodruff and his cameraman Doug Vogt put the war and the fate of the wounded back in the headlines—and more important, in our thoughts.

Braddock has had a year to live with his injuries and his new leg, which now sports a huge State of Washington seal. He calls the ugly seam where doctors sewed up his arm "my favorite scar." His right ankle, the one he was born with, gives him more problems than his prosthetic ankle. "I could take my shoe off to show you," he offers, "but it takes an act of God to get it back on." Then, while people around us are getting barbecue sauce all over their faces, he relives Jan. 13, 2005, the night he was on a scouting mission, driving a humvee near a railroad yard in Kirkuk, the oil capital of northern Iraq.

His humvee, second in a convoy of five from the 3rd Battalion, 116th Cavalry, deviated ever so slightly from the tracks of the one in front, he says, setting off an antitank mine. The blast blew through the engine block with such force that the armor plating jury-rigged to the floor shattered his ankles instantly. Shrapnel sliced into his left arm, cutting an artery. He would have bled to death right there if three fellow soldiers hadn't rushed him to the field operating room in a record 13 minutes. Military doctors—astonished Braddock had survived—pulled a blood vessel out of his right thigh to repair his bleeding left arm and patched him up for a flight out, first to Tikrit, then to the U.S. military hospital in Landstuhl, Germany, and finally home.

Only later, when he woke up, did he learn that the armor plating he had been wearing on his chest had saved him from a large piece of shrapnel. "If I hadn't had body armor, I'd be dead," he says. Braddock got a Purple Heart, and he and his buddies—Specialist Josiah Jurich, Sergeant Charles Jordan and Staff Sergeant Marvin Albert II—were all awarded Bronze Stars. He was alive, with just one small regret. "They burned my helmet and Kevlar vest." O.K., two regrets. "I wanted a cool scar, like this," says Braddock, slashing his hand across his eye. He wears the tiniest of smiles as he dives into another pork rib.

Humor has been his armor throughout recovery. Sure, there was a lot of griping and yelling too, to hear him tell it. It started two weeks after the aborted scouting mission when a doctor at Madigan Army Medical Center at Fort Lewis, Wash., told him that both his legs would have to be amputated. "I wanted to throw a rock at him," says Braddock. He got a second opinion—an extra effort that saved one leg but not the other. Before he went into surgery, he painted a dotted line and scissors on the bad leg and wrote, "Cut here." On Valentine's Day last year, Dr. Roman Hayda from Brooke and Dr. Douglas Smith, an ankle surgeon at Harborview Medical Center in Seattle, worked for 11 hours to repair his right ankle. Although he lost the foot and nine inches of his left leg, his right side was intact thanks to three pins holding the ankle together. Subsequent operations removed most of the shrapnel in his body, to Braddock's dismay. "I was hoping to put a magnet on it," he jokes.

Rehabilitation is painful, however, even

the Army, in South Korea. "He's happier. He's found his direction in life," she says.

When TIME printed Braddock's picture last year, letters poured in from readers asking what had become of the young man photographed on a doctor's examining table calmly inspecting the remains of his severed limb. It's a scene being played out daily as soldiers and Guardsmen come home from Iraq seeking treatment at Walter Reed Army Medical Center in Washington, Brooke in San Antonio and veterans' hospitals nationwide. Three years since the start of the war, the toll of seriously wounded from Iraq exceeds 7,600—men and women without limbs, with horrid burns, with brain damage, all of them dealing with the psychological scars of war. Braddock is just one of at least 345 who have had amputations—a higher rate per injury than in any other modern U.S. war. Most survivors, like Braddock, are left to pick up the pieces of their lives out of public view. But last



**HISTORY BUFF** During his rehabilitation, Braddock visited the Alamo every few weeks

for a guy who jokes. "At first, I couldn't move in my wheelchair, it hurt so much," he says. He was heavily drugged for a while but decided to quit methadone cold turkey without telling his doctors—not knowing that it could have been fatal. He weaned himself off Demerol too after it gave him twitches. Frustrated by his slow progress at Brooke, he started to run in secret with his new prosthesis. When his therapists insisted he work out in a pool instead, he got revenge. He showed up in shorts and ripped them off Chippendale-stripper style to reveal a camouflage-print Speedo that drew "ewwws" from the witnesses, he says with a chuckle.

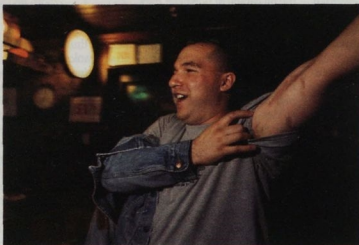
If he sounds like a kid at heart, he is. A science-fiction fan, he has all the tapes of the original *Battlestar Galactica* TV show from the '70s. In Iraq, he used his reputation as an auto mechanic to play practical jokes on the unsuspecting. "I'd tell 'em to go get a flux capacitor," he says, laughing that his Guard buddies didn't catch the *Back to the Future* reference. His favorite game remains *Warhammer*, a tabletop battlefield game in which real-world strategies are played out with miniature soldiers. He builds his own figures, mixing *War-*

*hammer* components, like its Imperial Guard ("the National Guard of the future," he says) with the game's Space Orks. "It's a way of acting like a kid and getting away with it," he admits. But he is a serious history buff too and has visited every mission church near San Antonio, including the Alamo. "Just don't get him talking about World War II," warns his mother.

This is a guy who joined the Oregon National Guard in 2003, having found little else that engaged him—including his full-time job as a grain inspector. His grandfather served in the Air Force, and two of his uncles were Navy men. (His dad left home when he

giving up on themselves," he says. "I told them, 'You know the difference between amputees and cripples? A cripple is someone who gives up.'" Last May, three months after his surgery, he hiked up Washington's Mount St. Helens with his prosthetic leg just to prove that he could do it. "You suck it up and drive on," he says. His mom says he is blessed in his positive attitude. "One of the things that always helped Matthew is he never looked back," she says.

What worries him now is the waiver he needs to get into the Army with a prosthetic leg. Failing that, he might return to Texas, learn some Spanish and try for a border-patrol job. There is no girlfriend in his life. "With this chubby Irish mug?" he asks, noting the 20 lbs. he has put on since his accident. But the ladies do take notice, he admits. "I tell girls I got blown up by an antitank mine in Iraq. It's cheesy, but it works." And he really has drunk out of his prosthetic leg—although he has learned to use a spare one so he doesn't have to walk around with a beer-soaked sock. "Made that mistake once," he says. How much beer does a leg hold, we ask, suspecting a trick. "More than a pitcher," he answers with a perfectly straight face.



**FAVORITE SCAR** Showing off the shrapnel wound that nearly killed him

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**OUTRAGE:**  
In the streets of  
Fallujah, Iraqis  
burn Danish flags  
and clothes made  
in Denmark to  
protest cartoons  
printed in a  
Danish paper

# A RIGHT TO O

## Why the publication of cartoons depicting the Prophet Muhammad is deepening the divide between Islam and the West ■ By James Graff

**W**HETHER A BUTTERFLY'S WING BEAT CAN CAUSE A tornado is still a central debate of chaos theory. But it is now proven that drawings first published more than four months ago in Denmark have seeded outrage among Muslims from Gaza to Jakarta and embittered believers making their lives in Europe. An editor's decision—call it feisty or cavalier—to ask Danish cartoonists to depict the Prophet Muhammad has provoked a volcanic reaction, from a Muslim boycott of Danish goods to the torching of two European embassies in Damascus to death threats and lawsuits against newspapers, and even to a new slogan in the streets of U.S.-bashing Iran: "Death to Denmark."

Death to Denmark? The whole affair seems to offer proof not only of chaos theory but also of Emily Post's dictum that you ought not to talk about religion—or to be prepared for anything if you do. To Muslims, the drawings were blasphemy, a violation of a cultural protocol not to portray the Prophet. The range of reactions to the cartoon's publication among Muslims and non-Muslims alike served as a reminder of the gaping divide that still exists between the West and much of the Islamic world. In a show of solidarity for their journalistic brethren in Denmark, television stations and newspapers in other European countries have shown some or all of the drawings, the most controversial of which portrays Muhammad's head-dress transformed into a bomb with a burning fuse. Their intention was to strike a blow for free speech, but by publishing the cartoons, Europe's media outlets were perceived by some Muslims to be willfully ignoring religious sensitivities, which fueled the anger even more. Yet the demands by Muslim leaders that European governments punish journalists who have run the cartoons—Middle Eastern Interior Ministers gathering in Tunis last week expressed no preference for how, although a prayer leader in Gaza urged beheading—strike Europeans and Americans as unreasonable infringements on the ideals of free speech and limited government. The Bush Administration has attempted to uphold press freedom while acknowledging Muslim rage, calling the cartoons "offensive" but defending the media's right to publish them.

Is there a middle ground? It's worth noting that the vast majority of Western news outlets (including TIME) have chosen not to republish the cartoons, out of deference to Islamic sensitivities. On other occasions the U.S. media have exercised self-censorship in matters of religion; in 1992, for instance, after Sinead O'Connor outraged Catholics by ripping up a photo of the Pope on *Saturday Night Live*, NBC reran the show without O'Connor's performance. To Muslims, disrespect for the Prophet is a rallying point beyond worldly politics. And so as anger plays out in Muslim hearts, the challenge for the West in the days ahead is to figure out how to contain it. ■

# FFEND?

MUHAMMAD FAZAL—REUTERS

## FLEMMING ROSE

Culture editor of Denmark's *Jyllands-Posten*, who commissioned the drawings

In mid-September a Danish author went on the record as saying he had problems finding illustrators for a book about the life of the Prophet Muhammad. The [eventual] illustrator insisted on anonymity. Translators of a book by Ayaan Hirsi Ali, the Somali Dutch politician who has been critical of Islam, also insisted on anonymity. Then the Tate Britain in London removed an installation called *God Is Great*, which shows the Talmud, the Koran and the Bible embedded in a piece of glass. To me, all those spoke to the problems of self-censorship and freedom of speech, and that's why I wrote to 40 Danish cartoonists asking them to depict Muhammad as they see him.

Some of the cartoons turned out to be caricatures because this is just in the Danish tradition. We make fun of the Queen, we make fun of politicians, we make fun of more or less everything. Of course, we didn't expect this kind of reaction, but I am sorry if some Muslims feel insulted. This was not directed at Muslims. I wanted to put this issue of self-censorship on the agenda and have a debate about it.

## SAMIA AL-DUAII

Kuwaiti oil executive living in Belgium after two years in Denmark

These pictures aren't blasphemous, they're racist. I'm a very liberal Kuwaiti woman who cracks the odd joke about Islam, but I was extremely offended by these cartoons because I know what kind of society produced them. I am well educated and had a high-paying corporate job in Denmark, but I was still subjected to derogatory comments all the time because I look Middle Eastern. Every single second-generation Muslim Dane I met wanted to get the hell out. Why? They say, "We grew up here, but we feel unwelcome. We can't get jobs." Perhaps it's the same feeling that Jews felt at the time of the Nazis or black people in the U.S. in the '50s. It's just not funny. And I'm not even remotely religious.

But I have one question for the thousands of outraged Muslims. America kills thousands of Muslims, and you lose your head and withdraw ambassadors over a bunch of cartoons printed in a second-rate paper in a Nordic country with a population of 5 million? That's the true outrage.

## ALAN DERSHOWITZ

Harvard law professor

The U.S. news media, by refusing to run



## WHEN CULTURES COLLIDE

these cartoons, are giving in to intellectual and religious terrorism. A separate standard is being applied here out of fear of physical retaliation. Whatever is fair to say about one group must be fair to say about another. The European papers are doing the right thing. They're being courageous. It is in the public's interest to see these cartoons that are causing so much outrage. When you see them, you see the extent of the overreaction. They are not nearly as bad as cartoons that routinely run in the Muslim media against Jews, Christians, the U.S. and Israel.

## HABIB DRIOUCH

Network engineer and second-generation French citizen of Moroccan origin

I consider myself 100% French. I believe in freedom of speech. The newspapers had the right to do what they did, but that does not mean they were right to do it. I would never go into a church or synagogue and start blasting music or yelling. It would be an insult. This is the same thing. The cartoons are dangerous in that they portray all Muslims as terrorists. One bad apple does not ruin the bunch. Extremists from both sides are going to use this to push their own





CLOCKWISE FROM TOP LEFT: TORBEN CHRISTENSEN—EPA, DITA AL-ANBAR—AP, LOUAI B. ZAHAR, AP PHOTO; BOB D'AMICO—AP PHOTO; BOB D'AMICO—AP PHOTO



# SLIDE **FORUM** Observers around the world tell TIME how they view the cartoons—and the controversy they've sparked

agendas. With all the tension in the world right now, I really don't see why these journalists had to behave this way. What have they gained from this? Nothing.

**JACK SHAFER**  
Media critic, *Slate*

I've seen evangelical comics in the U.S. that make the minor blasphemy of the cartoon in Denmark seem like nothing. They ridicule the Prophet and all Muslim beliefs. But I defend the rights of the cartoonist. I think that if there's a free press, there's a right to commit blasphemy. If you cannot criticize or express

an opinion about a religion in the modern era, we're in serious trouble.

**ABOUBAKR JAMAI**  
Editor of the Moroccan weeklies *Assahifa al-Ousbouia* and *Le Journal Hebdomadaire*

People are really hurt. You cannot analyze what is unfolding without putting the cartoons in the context of Iraq and Palestine. The cartoons are adding insult to injury. Not only are you invading and robbing our lands, you are insulting our faith. But let me say this and repeat it again and again: I am completely against banning these newspapers. People have the right

not to read the newspapers. We don't need to shut them down, and we certainly don't need to kill people. Some people are reacting as if the way to protect Islam is to ban these things—like if you are exposed to too many cartoons, you'll become a Christian or an atheist. But faith is something you renew every day. You are exposed to things you do not like and keep your faith.

**YASMIN ALIBHAI-BROWN**  
Ugandan-born liberal Muslim columnist based in London

If they wanted to provoke a reaction, that reaction has been provoked. But when you're free, you have to live with the consequences of your words. The other European papers that reprinted the cartoons have the right to do so, but it's adolescent, like picking a fight in a pub.

I am deeply affronted by the link made between Muslims' faith and violence. If the cartoonists had shown a real terrorist with a bomb on his head, I wouldn't care less, but why should my faith be portrayed in this way? More Muslims' deaths are caused by the violence of Western politics than Muslims are responsible for causing. Using the freedom-of-expression argument, Europe has found yet another way of telling us we are not wanted, we do not belong. And I hate it.

**ANDREI SIMANTJUNTAK**  
Member of Indonesia's centrist Islamic Prosperous Justice Party

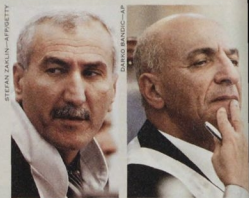
Why do you have to insult somebody to assert freedom of the press? Even if the Prophet were portrayed in a glorious light, it would still be insulting. Reprinting the cartoons is even more reprehensible. This is pushing moderate Muslims to the fringes and is like pouring alcohol on a wound. It shows there is some serious resentment out there toward Muslims.

**TARIQ RAMADAN**  
Swiss Muslim scholar and visiting fellow at Oxford University

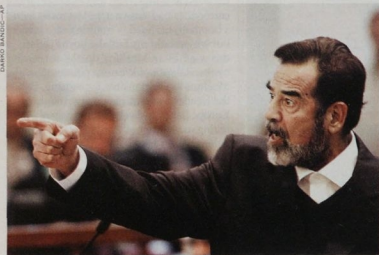
Both sides are exaggerating. While it's true that the picture of the Prophet is strictly forbidden, Muslims have to understand that there is an old tradition in secular Western society to make fun of everything. To react emotionally is excessive. It is no longer a debate; it is a power struggle. We have to calm down. We don't want laws preventing people from being free to speak. But we should also not forget wisdom and decency when we are dealing with people. Democracy isn't just a legal framework. It is about respecting one another.

# Saddam's Trial: Behind the Scene

Almost four months since it opened, the trial of Saddam Hussein has been plagued by violence and the courtroom antics of Saddam and his seven co-defendants. Saddam's boycott of the court last week forced its chief judge to adjourn hearings until next week. So is a credible trial still possible? A look inside the world's most contentious courtroom. —By Christopher Albritton/Baghdad



**NEW MAN** After Amin, left, complained that Iraqi government officials were interfering in the trial, Abdel-Rahman, right, took over as chief judge



**SHOWSTOPPER** Saddam gesticulates during an outburst in court last week, shortly before he and three co-defendants walked out

## 1 IN THE DOCK

From the start, Saddam and his co-defendants—all charged with playing a role in the 1982 massacre in Dujail, a town north of Baghdad—have disrupted the trial by questioning the court's legitimacy and accusing the judges of being pawns of the U.S. When Barzan Ibrahim Hasan al-Tikriti,

Saddam's half brother and former spy chief, was forcibly removed from the room last week after calling the court a "child of adultery," Saddam and the entire defense team stormed out in protest. The trial, which is held in the hulking former Baath Party headquarters inside Baghdad's heavily guarded Green Zone, will resume Feb. 13, but the defendants may not appear in person. Instead they will be able to watch proceedings on closed-circuit television. If Saddam wants to question witnesses, which is allowed under Iraqi law, he can pass written queries to his attorneys. The chief judge says the defendants may return if they behave "in the proper way" but that their presence isn't essential for the trial to continue.



## 2 ON THE BENCH

Raouf Abdel-Rahman was appointed last month to head the five-judge panel. For security reasons, three judges are not identified and never photographed. Abdel-Rahman took over after former chief judge Rizkar Mohammed Amin resigned to protest meddling by Iraqi government officials. One of Saddam's lawyers claims that Abdel-Rahman, a Kurd from Halabja, has a "personal feud" with Saddam and isn't impartial. Abdel-Rahman has rejected complaints by the defense, declaring that "political speeches have no place in this courtroom."

## 3 BRINGING CHARGES

The team of attorneys is led by chief prosecutor Jaafar al-Mousawi. Two have declined to be identified for security reasons. The prosecution is seeking to prove that Saddam and his co-defendants ordered the killing of 143 townspeople, mainly Shi'ites, in retaliation for a failed assassination attempt on the former President in 1982. In court, the prosecutors, like prosecutors anywhere, prod witnesses to testify against the defendants.

## 4 GIVING WITNESS

Under the Iraqi criminal system, the court hears testimony from "complainants" who describe the alleged crime, followed by witnesses who corroborate the details. Those testifying sit in a screened box, and their voices are sometimes digitized to disguise their identity. The 27 people who have testified so far have provided detailed accounts of torture at the hands of Saddam's security forces, but only the last two have directly implicated any of the co-defendants.



**IN A CORNER** Some of the former defense lawyers listen during the trial last October. Two lawyers have since been killed

## 5 FOR THE DEFENSE

The original eight-member team included former U.S. Attorney General Ramsey Clark. After the defense lawyers walked out of the courtroom last week, they were replaced with a new, court-appointed team, but Saddam and the other defendants refuse to attend the trial until the new chief judge resigns. Members of the defense team have said they have been denied access to pieces of evidence against their clients.

## 6 PEOPLE'S COURT

The courtroom includes galleries for the media and spectators—usually leading government figures and international observers. The proceedings are broadcast live on Iraqi television. Among ordinary Iraqis, interest in the trial is likely to wane as long as Saddam remains absent from the courtroom. And the grinding pace of Iraqi justice means the trial may drag on for months. "If you want to evict someone from a house, you need between two months and a year," says Ali Hamza, a lawyer in Baghdad. "So how long will it take in this case when you have an unlimited number of witnesses?" At this point, even those involved in the trial don't know the answer.

TIME Graphic  
by Ed Gabel







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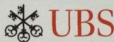
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MARCH 2006

INSIDE BUSINESS

TIME  
BONUS SECTION

# Department-Store Superstar

FEDERATED IS ERASING  
FABLED RETAIL NAMES.  
CAN IT TURN MACY'S INTO  
A NATIONAL POWER AND  
REVIVE A FADING INDUSTRY?

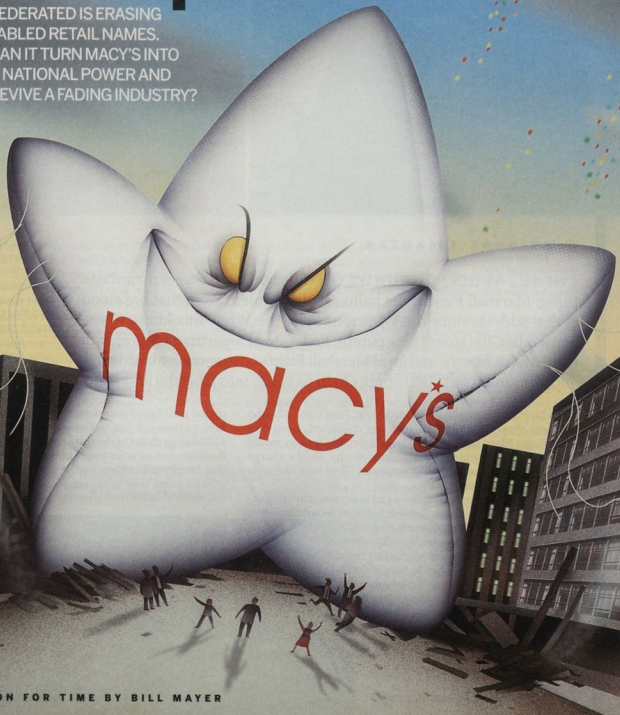


ILLUSTRATION FOR TIME BY BILL MAYER



MARV LACAR—GETTY FOR TIME (B)

BY DODY TSIANTAR

**For 127 years, shopping on** Chicago's State Street meant one thing: Marshall Field's, the hallmark department store that has stood at that address since the White Sox were the White Stockings. Come September, the store's new parent, Federated Department Stores, will rechristen it Macy's, and loyal Marshall Field's customers are both angry and genuinely sad. "For some chain to come into Chicago and think

we're New York is totally misguided," says June Cuci, 48, who has been shopping at Field's since her childhood. Even film critic Roger Ebert lamented the loss. "I thought the day would never come," he wrote. "I am looking at my Field's charge card, which I just cut up into tiny pieces. They look like little tears the color of money."

Sentimental shoppers will have a lot to cry about in the coming months. With the merger last year between department-store chains Federated and May, 78 stores are going to close. But Macy's, with its name attached to more than 800 stores, will soon expand as big as a balloon in its Thanksgiving Day parade. The majority of the hometown retailers owned by May, including Marshall Field's, will be converted to the Macy's nameplate this fall, among them Kaufmann's in Pittsburgh, Pa.; Filene's in Boston; Strawbridge's in Philadelphia; Foley's in Houston; Famous-Barr in St. Louis, Mo.; and Robinsons-May in Southern California. Federated has already renamed South Florida's Burdine's, Bon Marché in the Northwest, Rich's in Atlanta and Lazarus in Ohio. Only May's Lord & Taylor chain has retained its name—and it is up for sale.

priced mall-based American department store standing. Its future matters not just to Federated shareholders but also to a \$100 billion chunk of the retail economy. Everyone from fashion designers to cosmetics companies to small-town malls is praying that Lundgren's strategy works. Department stores have struggled for years: they've cut service, cut prices, cut inventory and still lost customers to cheaper (Wal-Mart) or more stylish (Kohl's,

It is all part of Federated CEO Terry Lundgren's plan to make Macy's a truly national department store. "This hasn't been done before," Lundgren told TIME. "Macy's is a great brand that has never been maximized to its full potential." After decades of bankruptcies, closings and consolidation in the industry, Macy's may soon be the last traditional, mid-



## The Good Old Days

Hometown brands are history, as Federated puts the Macy's nameplate on acquired stores. Filene's shoppers in 1969, left, and in 1949, far right; Macy's flagship, circa 1918, center





Target) discounters and to specialty stores (Nordstrom) with top-end service. Millions of Americans, especially in the nation's midsection, will soon have their first chance to shop at Macy's. The company now has to give them a reason to do so.

In many ways, the \$17 billion Federated-May merger is the logical evolution of decades in which the industry failed to respond to customer complaints that department stores were boring, the service nonexistent and the merchandise ubiquitous without being interesting. "Department stores have lost sight of their customer. It's that simple," says Janet Hoffman, a San Francisco-based retail strategist for Accenture. Sales tumbled, and chain after chain of historic, family-owned retailers—Gimbels, Woodward & Lothrop, Wanamaker's, Montgomery Ward—closed their doors or were swallowed up by stronger companies. In 1980, about 35 major department-store chains were in business; today there are

only 13. The merger is the category's last-gasp effort to save itself. "It represents the best chance to stop the decline of the department-store channel," says Liz Claiborne CEO Paul Charron.

Macy's first advantage is size. "It's now got the potential to be a Godzilla," says David Wolfe, a fashion retail consultant for the Doneger Group in New York City. Like Wal-Mart in the discount world, Macy's will wield a big and powerful roar that gives it leverage to get the best prices and exclusive products from vendors. But the recent history of retail suggests that size alone may not work. The most successful retailers have found their footing by focusing on one slice of the market. Luxury purveyors like Neiman Marcus, Nordstrom and Bloomingdale's (the only other brand that will stay in Federated's portfolio) have boosted

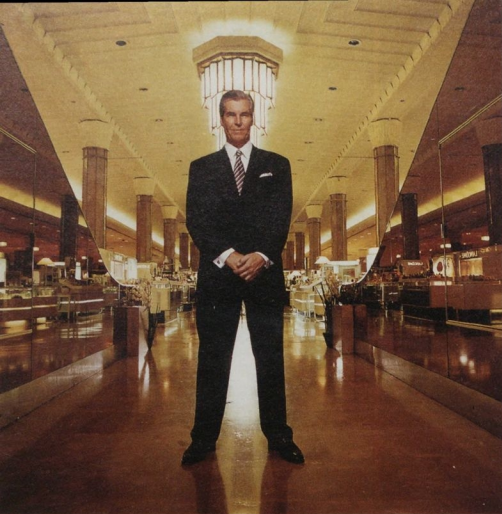
**Rebranded Macy's stores will get spiffier wares, more orderly racks and less cluttered aisles**

**"THIS IS THE BEST CHANCE TO STOP THE DECLINE OF THE DEPARTMENT STORE."** —PAUL CHARRON, CEO, LIZ CLAIBORNE



profit margins by catering to the affluent. Discounters like Wal-Mart and Target have captured the bargain hunters. The stores that tried to appeal to a broad middle-income audience, as Macy's hopes to, have struggled. Former No. 1 retailer Sears merged with former No. 1 discounter Kmart to try to right two list-ing ships. Saks, a luxury icon suffering from mismanagement, misfired in its attempt to go down-market and has put its more lowbrow 40-store Parisian chain on the block.

For a retail Godzilla to perform that delicate merchandising dance, Macy's must use its marketing skill and pur-



"MACY'S IS A GREAT BRAND THAT HAS NEVER BEEN MAXIMIZED TO ITS FULL POTENTIAL."

—TERRY LUNDGREN, CEO, FEDERATED

slow sellers are marked down, and popular items are restocked faster.

The aim of having more of the hottest merchandise on hand, of course, is to convince shoppers used to a steady diet of Macy's one-day sales that there's value in paying full price too. "Will they be able to wean the customer off the sale heroin? It's not going to be easy," says retail consultant Cynthia Cohen, president of Strategic Mindshare. To earn that premium, retail consultants say Macy's has to offer more merchandise that shoppers can't get anywhere else. Private labels like Charter Club and INC already make up about 18% of Federated's sales. Deborah Weinswig, a financial analyst with Citigroup, says shoppers are likely to find more of that kind of merchandise in the months to come. The strategy has worked well for J.C. Penney. That chain, pegged to a slightly lower income demographic than Macy's, boosted its third-quarter profit 17% with lines that are only available at Penney, like Nicole Miller dressy-casual women's wear.

Lundgren, in the Manhattan store, wants to build a more alluring Macy's that will win back shoppers

The danger is that Macy's will oversaturate its stores with merchandise that is exclusive but still unexciting. "Consumers don't want to go and find the same thing at every darn store," says Pam Danziger, president of Unity Marketing. Steven Keith Platt, head of a Hinsdale, Ill., retail think tank, the Platt Retail Institute, expects Federated to make deals with several well-known apparel and housewares makers to create products that consumers will find only at Macy's.

Lundgren says he has already received at least half a dozen such offers but hasn't inked any deals yet.

With Macy's turning a more careful eye to fashion, fear is running rampant among suppliers. Those who filled the racks at the more down-market May department stores are in real danger of getting squeezed out of Federated's pool of thousands of suppliers altogether. Marshal Cohen of NPD Group, a marketing-research firm,

chasing muscle to manage a distinctive yet reasonably priced line of products and sell it in stores that, well, aren't exactly famous for their excitement. "It's easy to put names on all those doors," says consultant Wendy Leibmann of WSL Strategic Retail. "But the big challenge is to create a compelling retail environment."

Lundgren, a retail veteran and onetime CEO of Neiman Marcus, wants to do that by changing the look and feel of department-store shopping. On his agenda: broader aisles (managers will be assigned 32-in. rulers or measuring tapes to make sure they leave at least that much space), less cluttered departments (15% of display racks will be removed), upgraded fitting rooms (with plasma-screen TVs in the waiting area), stores that are easier to navigate ("way finding" signs will guide shoppers) and more help looking up prices (at least 35 bar-code readers in every store). The changes may sound cosmetic, but Lundgren hopes they will distinguish Macy's from its competitors: Macy's would offer high fashion without high prices but in a more chic and comfortable setting than that typically found at a discount.

The trickiest maneuver will be balancing fashion merchandising with regional tastes. Macy's needs to include national brands like Tommy Hilfiger and Ralph Lauren to pull in traffic but in a mix that will appeal to customers on a local level. "What fashion means in Miami is quite different from Atlanta," Lundgren says. Federated has set up seven new buying offices in different cities to understand locally and has installed a national logistics database that allows buyers to distribute merchandise more efficiently;

## Minding the Store

Federated's growth has been relatively flat compared with most other retailers'

Sales per square foot

	2002	2003	2004
Nordstrom	\$337	\$343	\$370
Kohl's	\$247	\$232	\$221
Saks	\$172	\$176	\$190
Federated	\$185	\$182	\$188
J.C. Penney	\$136	\$140	\$148

Sources: Company reports and Citigroup estimates

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anticipates that a vendor that sold only to May stores has a "1 in 100 chance" of being selected by Federated. Of course, the change will benefit the companies that fit into Federated's strategy. Barry Miller, president of sales for \$50 million high-end hosiery maker Hot Sox, figures he will sell his products in 150 more stores than he did before the merger. Even the big guys are worried. Says Liz Claiborne's Charron: "I'm concerned too. I have to be." The CEO of the \$4.6 billion company estimated \$50 million in lost revenue annually from the stores that Federated will close. Charron says the uncertainty is "a bit like navigating the North Atlantic," but like many other companies, Liz Claiborne is shifting its focus away from department stores. It now sells its 40 brands overseas, has an online presence and runs its own stores.

Mall developers are also scrambling to figure out how to fill their big, empty boxes when the lights go out in those 78 stores. They have relied on department stores as anchor tenants to attract shopping-center customers. To replace their lost Federated-May stores, landlords are renegotiating leases with other department-store chains, national retailers like Barnes & Noble and Best Buy and even with cineplex owners and restaurateurs. "The definition of an anchor has gone well beyond the boundaries of what it used to be," says Ross Glickman, CEO of Urban Retail Properties, a Chicago real estate company that manages 50 million sq. ft. of retail space. One developer, the Gordon Group in Greenwich,

Conn., wants to reshape empty department-store space into a mall-based bazaar, called Epicenter, for online and catalog retailers that otherwise have no physical stores.

Cosmetics companies such as Estée Lauder and L'Oréal, among the biggest suppliers to department stores, also see an upside to the merger. They may lose some of their sales volume from the closed stores, but they believe that Macy's new national marketing push will allow them to streamline their marketing messages. Macy's, for example, will for the first time be able to advertise its own stores during the nationally televised Thanksgiving Day parade. Cosmetics companies, in turn, can do national ad campaigns instead of running multiple promotions in multiple markets. Says Dan Brestle, Estée's chief operating officer: "The branding of Macy's can only help us." Edgar Huber, president of the luxury-products division of L'Oréal-USA, says, "Now that department stores have a clear strategy, they'll be able to bring magic back into their stores."

If only it were as easy as waving a wand. What Macy's is attempting is more than just a shift in strategy. The company is, in effect, trying to fix everything that's been wrong with department stores over the past 20 years, and it is trying to do it all at once, all over the country, without digging itself into debt. "It's quite a mountain climb," says fashion consultant Wolfe. If Macy's can get to the top, it may not matter what nameplate is above the door. —With reporting by Eric Ferkenhoff/Chicago



Retail is creator Feuti's comic revenge after 15 years in sales

## Retail Revenge

TO GET EVEN OR JUST TO LAUGH, SALESCLERK BLOGGERS TELL ALL

In retail, the customer may be always right. But he is also often rude, arrogant or even a little nuts.

That makes shoppers perhaps the perfect fodder for America's newest form of back talk: blogs. Once limited to the occasional coffee-break rant with their colleagues, salespeople are turning to the Web to vent about and occasionally mock the bizarre customer encounters that make working in retail so, um, interesting. "One day a male client called and asked that I bring over some foot-cream samples," writes Birdie Jaworski, an Avon lady, in her blog, *Beauty Dish*. "He not only wanted to try them on my

feet, but then he wouldn't let go."

Her posts draw more than 1,000 hits a day. Jaworski says, from readers fascinated by the woman who buys antiwrinkle cream for her pet monkey Hubert or by the wife who orders Bust-Sculpt Contouring ointment for her husband, who ingests it as an alternative to Viagra. "Everyone has a whole secret life," Jaworski says. "Maybe it's nice to know you're not the only one."

While Jaworski proudly puts her name on *Beauty Dish* and takes a tone of amused detachment toward her subjects, most salesclerks who blog stay anonymous—to hold on to their jobs and take full advantage of the chance to rant, without mer-

cy, about shoppers' bad behavior. "Do not wait until one minute before we close to come into my store and expect me to wait patiently while you browse and then don't buy anything," chastises Retail Recorder, a blogger who identifies herself only as a store manager. The cell-phone saleswoman who writes a blog called *Can You Hear Me Now?* describes why a customer became furious: "Because we wouldn't let him return DSL equipment to our store. Uh, we don't even sell DSL equipment."

At times, these vengeful furies show some remorse. "I know we should not have laughed at the man who, while looking the other way, walked

straight into and bounced off of the plate glass window," a blogger who calls himself Disgruntled Bookseller writes. "Replaying the security video in slow motion? Totally gratuitous."

There is, however, a higher purpose to all that digital sarcasm. Most salespeople who broadcast the stories of their rude customers hope to shame others into acting better, says retail veteran Norm Feuti, who spent 15 years working as a manager at a host of stores. Instead of blogging or just complaining, Feuti created a comic strip, *Retail*, now syndicated in 43 newspapers, depicting the staff at the fictional department store Grumbel's. Feuti is an equal-opportunity scold. His strip features not just the customers chatting on their cell phones in the checkout line but also the clerks who work only for the employee discount and the managers obsessed with the employee dress code. "People aren't even aware of their own behavior," Feuti says. "Maybe they'll finally realize it if they see it in print." —By Kathleen Kingsbury

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# Shock Absorbers

CYBERINSURANCE OFFERS SOME PROTECTION FROM HACKERS—AND CONSUMER LAWSUITS

BY MARYANNE MURRAY BUECHNER

When 21-year-old Web entrepreneur Alex Tew received a \$50,000 ransom demand last month, he remembers thinking, "There's no way on earth I'm paying these guys." Hackers had kidnapped Tew's Million Dollar Homepage, an advertising website, crippling it with a flood of data.

Thousands of dollars, six days and two security teams later, the site was back up. "I can understand why

gambling sites that accept thousands of dollars a day could choose to pay and be done with it," Tew says, "but I made a point of standing firm."

As cyberextortion schemes become increasingly common, their targets have another choice: cyberinsurance. Demand for this emerging category of insurance, which will even cover a ransom payment, has jumped as more companies—and not just tech firms—depend on digital networks to do business. Written premiums topped \$200 million in 2005, up from \$100 million in 2003, according to Aon Financial Services Group managing director Kevin Kalinich, as corporations realize they have to guard against liability in addition to the hackers themselves.

The rise of the hacker as extortionist reflects a broader change in hacker culture. "It used to be teenagers looking for bragging rights," says Johannes Ullrich, chief research officer for the SANS Institute, a security think tank. "Now it's done for profit." And it's done from anywhere in the world, so catching the bad guys can be complicated. Ullrich estimates that there are 10 or 20 cases a day, com-

pared with virtually none three years ago. More sophisticated viruses, spyware and other forms of malicious code, meanwhile, are the new weapons of choice for committing identity theft, bank fraud, even industrial espionage. Computer crime costs U.S. businesses an estimated \$67.2 billion a year, according to the FBI.

There are two sides to cyberinsurance: first-party coverage helps companies recover losses owing to, say, a network outage. Many first-party policies also include

payments to hackers holding your website or customer data hostage, says ACE USA underwriter Brad Gow. Third-party liability covers legal expenses if security fails and someone sues. Annual premium payments range from \$7,500 for a medium-size (\$25 million in sales) company to hundreds of thousands of dollars for a multinational corporation, according to AIG. To qualify for coverage, companies must adhere to internationally accepted security standards. "You never know what you're going to come up against," says Moira Mooney, senior risk manager for Inter-

ActiveCorp, which owns several online businesses. "Having the insurance is a backstop."

What has really kicked things off for the cyberinsurance market is new legislation, in effect in some 20 states, that requires companies to notify customers when their personal data may have been compromised. There were 134 such breaches last year, potentially affecting more than 57 million people, according to the Identity Theft Resource Center. "Companies used to bury this stuff," says Chris Hoofnagle, senior counsel for the Electronic Privacy Information Center. Now that they must go public, buying insurance can reduce liability risk.

Insured or not, the top priority is still prevention. Procter & Gamble, for one, eschews cyberinsurance. "What would be scary for us is if we lost critical data—about R&D, our supply chains, even a marketing plan—to our competitors," says chief information officer Filippo Passerini. "There's no insurance that could cover all the damage."







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Hindy and Potter kept the Brooklyn Brewery—and their friendship—afloat through 19 years

# Beer Buddies

IN BREWERIES, SMALL IS BIG. HOW TWO BROOKLYNITES TOOK ON THE GIANTS AND LIVED TO TELL THE TALE

■ BY JYOTI THOTTAM ■

When Steve Hindy and Tom Potter founded the Brooklyn Brewery in 1987, the rest of America was drowning in Bud Light and loving it. There were only 33 other microbrewers in the U.S., and few people knew or cared why a 100% malted-barley

lager might taste better than the King of Beers. The pair rarely thought about getting rich. "Mostly the motivation was not going broke," Potter says. At one point, they worked in an unheated warehouse, wearing fingerless gloves while filling out invoices.

Twenty years later, the big boys are out in the cold. Although mass-produced beer is still the most popular alcoholic beverage in the U.S., it has been steadily losing ground to wine and liquor. In the first half of 2005, the big brewers shipped 1.2 million fewer barrels than in the year before. But Americans haven't totally lost their taste for beer. "They may not be drinking more, but they're drinking better," says Gary Hemphill, vice president of the Beverage Marketing Institute. Specialty beers, benefiting from a nationwide trend toward affordable luxury, grew 7.1% in the first half of 2005.

But any beer lover hoping to jump on the bandwagon ought first to take a lesson from *Beer School*, Hindy and Potter's recent book about how they built their

company. Microbreweries had their own version of the dotcom boom and bust in the early 1990s, when it seemed that a brew pub was opening (and soon closing) on every corner. The ones that survived "were willing to do the nitty-gritty hard work," says Ray Daniels, marketing director for craft beer at the Brewers Association, an industry trade group.

In other words, it wasn't just about the beer. Early on, for example, Hindy, a former newspaper reporter, called legendary designer Milton Glaser (best known for his I ♥ NY logo) every day for weeks to persuade him to create their logo. Glaser's name lent them some instant cool, and that distinctive *B* is now a familiar New York City signpost. When distributors balked at selling tiny lots of their beer, Hindy and Potter drove the trucks themselves and found salesmen who would patiently teach bar managers and convenience-store owners about specialty beer. They even started distributing rival beers, turning that into a hugely profitable business. "It kept us alive when almost all the other small breweries in our area went bankrupt," Hindy says.

They faced their share of troubles too. Hindy once stared down some union toughs "straight out of central casting" who wanted a piece of the construction work on their brewery. A disastrous foray into online beer retailing lost them a million dollars and nearly destroyed their friendship. They survived: last year sales grew 18%, to 53,100 barrels, and the company became one of several craft brewers to enjoy double-digit growth, according to the Brewers Association.

With about 3% of the market, specialty beers are not taking over the beer world, but mass-market brewers are paying attention. Anheuser-Busch is leading an effort to elevate the image of beer and focus its ads on taste and quality. Anheuser and Miller have their own reserve beers. "They've tried this before," Hindy says, but he isn't worried. Big brewers have never been able to duplicate the mystique of craft beer. In an industry long dominated by giants, it's a good time to be a little guy. ■



## Brewmeisters

Each region has its share of the 407 craft brewers in the U.S. Some of our favorites:

■ **BROOKLYN LAGER** Brooklyn Brewery's flagship is based on traditional Vienna-style lagers

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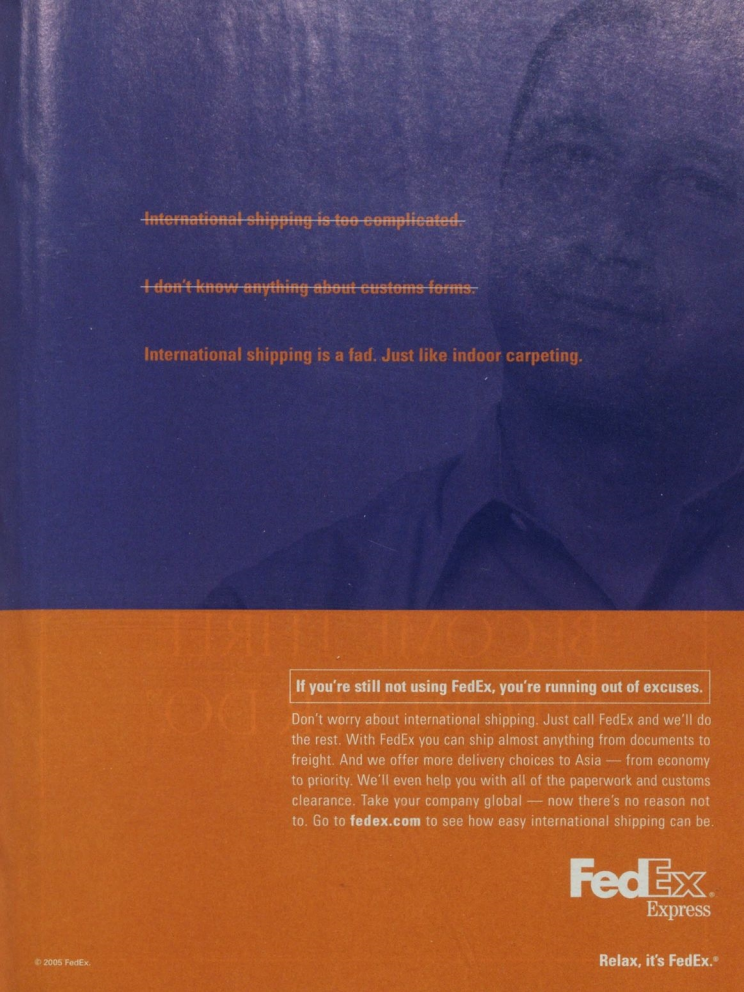


■ **DOGFISH HEAD 90 MIN. IPA** A fruity India pale ale from a fast-growing Delaware brewer

■ **MAGIC HAT NO. 9** An English ale from a Vermont brewery that recycles its glass and grain

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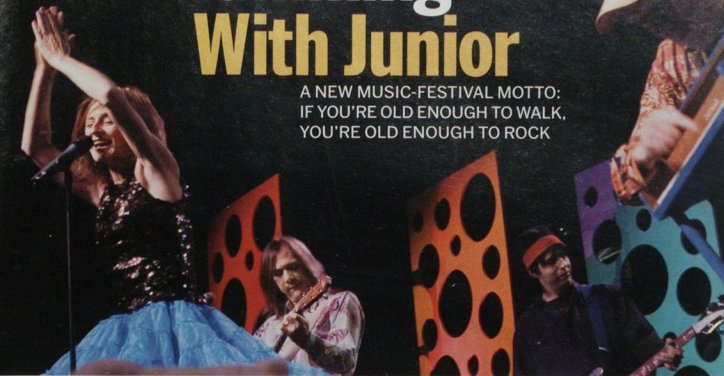
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# Jamming With Junior

A NEW MUSIC-FESTIVAL MOTTO:  
IF YOU'RE OLD ENOUGH TO WALK,  
YOU'RE OLD ENOUGH TO ROCK



BY AMANDA BOWER

Laurie Berkner has wanted to be a rock star ever since she was in high school. But when she dreamed of headlining a sellout touring festival, with fans dancing in the aisles of places like the Rosemont Theatre—a venue outside Chicago that has been host to Bruce Springsteen and David Bowie—

this gig was not what she had in mind. At 36, Berkner is playing the Rosemont all right, but there are face painters in the lobby and changing tables in the rest rooms, and most of her fans—2,500 of them at this show alone—come up only to her hips. “I planned to be a rock star, but I didn’t think I’d be doing this,” she says, surrounded by awestruck children backstage at the third show of Jamarama Live!, the first ever preschool-music festival to tour nationally. “I thought I was going to

be carrying amps up a flight of stairs at 5 in the morning.” Instead her show is over by nap time.

But don’t feel bad for Berkner. It’s cool to play preschool. Deborah Harry of Blondie has a Disney-label duet with Perry Farrell, who is better known for his not-so-Disney work with the bands Jane’s Addiction and Porno for Pyros. Dan Zanes, former front man of the Del Fuegos, now makes albums with little gold PARENTS’ CHOICE AWARD stickers on the covers. They

Might Be Giants, whose adult tunes have titles like *Your Racist Friend*, now has an album about the alphabet. And with Jamarama, little ones even have their own Lollapalooza—a traveling music festival with sippy cups instead of beer cups.

The tour started in New Jersey in October with Milkshake and the Ohmies, a band based in Baltimore, Md., that introduces kids to world music and yoga at the same time. The first five shows were designed, says producer Dana DuFine, as a proof of concept, before a bigger run this spring, and all sold out. (Scalpers were reportedly asking up to \$350 for the \$25 tickets.) The next leg kicks off in early March in California, with Zanes headlining. By the end of the year, DuFine hopes to have staged around 60 Jamarama shows across the country.

It took two bright sparks in the music industry to realize the business opportuni-

▲ Milkshake wants to rock out the entire family, says singer Lisa Mathews

▲ Almost 9,000 families have registered on the Jamarama website

► Milkshake, Laurie Berkner and the Ohmies in a Jamarama finale





ties presented by a generation of hipster parents who came of age going to touring music festivals like Lollapalooza, Warped and Ozzfest and who would be willing to pay to give their kids the same sort of experience. DuFine, a former Polygram executive who started her career at MTV, and her business partner, David Codikow, manage the rock band Velvet Revolver and helped put together the first two Down from the Mountain bluegrass and country-music tours. But it was DuFine's toddler daughter who planted the seed of Jamarama, innocently asking why she couldn't see all her favorite bands at the same time. "I instantly picked up the phone and called David," says DuFine. Weeks later, they inked a deal with Creative Artists

Agency, which had created Warped and was involved with Ozzfest.

The kiddie festival is being promoted by partners like XM radio, which has a preschool music station, and Noggin, the commercial-free preschool spin-off of Nickelodeon that launched a music-video show last fall featuring Berkner, Milkshake and other Jamarama artists. (The bands say album sales have skyrocketed with the exposure.) "There's a national marketing and business engine behind adult music, but preschool music is more fractured," says Noggin's Angela Leaney. "The Sippy Cups are big in San Francisco. In Chicago it's Ralph's World. Someone needed to pull together a national business plan, take a deep breath and jump."

DuFine and Codikow haven't exhaled



just yet, but they expect Jamarama to be an ongoing event and start making money next year. For now, it has no real competition in the baby's-first-festival market. A Kidzapalooza section made its debut at Lollapalooza last summer, but the latter is now held in only one city each year.

Still, Rob Light, head of music and a managing partner at Creative Artists Agency, has no doubt that other producers will try to emulate Jamarama. "When I was a kid, my parents would say, 'Run outside and play with your friends. I'll see you in four or five hours,'" he says. "That doesn't happen anymore in America. We've become a society that has to create environments in which kids can play." They certainly play hard at Jamarama, running from one sponsor-branded activity to another in the lobby and dancing in the aisles. "By the time you turn on the engine in the car, they've passed out," says DuFine. For many parents, that alone is worth the price of admission. —With reporting by Eric Ferkenhoff/Rosemont

"WE'VE BECOME A SOCIETY THAT HAS TO CREATE ENVIRONMENTS IN WHICH KIDS CAN PLAY." —ROB LIGHT, AGENT

▲ The Ohmies prepare for one of the first Jamaramas, held in Philadelphia

▲ Dara Levy, 4, poses at the Noggin photo booth, one of many sponsor-related activities

► Another extra-musical attraction: My Gym exercises and activities







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## The Hole In the Pipeline

On Dec. 5, known as Blank Monday in the surfing world, the \$4.5 billion industry's core snapped like a board caught in the Banzai Pipeline. Reason? The closure of Gordon (Grubby) Clark's four-decade virtual monopoly on polyurethane blanks, the raw material for most surfboards. (Shapers then customize them for surfers.) Clark's Laguna Niguel, Calif., company produced 80% of blanks worldwide, and his sudden exit (encircled by rumors of pressure by environmental regulators) left surfers treading water as board

prices doubled and deliveries were cut off. One man's wipeout, though, could be another's dream wave. Harold Walker, a 47-year industry veteran with 5% to 10% of the California market, and Gary Linden have quadrupled Walker Foam's staff and are scouting for a new factory, hoping to produce 800 blanks a day by July, up from 125 now. But high-volume surfboard-makers, who can buy foam from Australia, China and Brazil, need big orders filled fast, leaving an opening for new competitors. Todd Proctor, who has patented

a surfboardmaking process using Kevlar and epoxy resin, says demand is up sevenfold, and he has attracted venture capital to purchase Clark's distribution channel. SurfTech, the largest maker of epoxy boards, reports that business has doubled. Insiders say the search for new materials could mark a technological turning point, similar to an earlier move away from balsa wood toward polyurethane. "It will be the biggest shift in 40 years," says board-shaping icon Eric Arakawa. —*By Coco Masters*



## McMakeover Deluxe



McDonald's is getting a makeover. The fast-food force has launched its first restaurant redesign in 30 years; more than 6,000 locations will feature the new look by year's end. Customers will have three zones to choose from, based on their dining needs, says Peter Dixon of Lippincott Mercer, the firm that created the new McD. Counter seating will serve eat-and-run customers. Those looking to linger will find soft lighting and plush chairs. Mingling teens can cram tables together in a flexible seating area. "It's something [McDonald's] should have done years ago," says restaurant analyst Howard Penney of Friedman Billings Ramsey. The design suggests a certain coffee chain, but Penney says it could give McDonald's an edge over fast-food rivals. —*By Kathleen Kingsbury*

## NEW SHRINK GIG: EXECUTIVE COACH

You don't have to be Freud to figure out that the \$1 billion executive-coaching industry is an opportunity. So psychoanalysis is expanding off the couch and into the boardroom. It's a specialty that requires no special training—anyone can be a coach—yet fees reach \$1,000 an hour. At the American Psychoanalytic Association's annual meeting last month, nervous newcomers quizzed established coaches on everything from confidentiality to marketing. "Much of it goes against our training, having to focus on group dynamics instead of the individual," says Kerry Sulkowicz, a psychiatrist. Another presenter, Kathleen Pogue White, says a constant challenge is patients who show up only because the boss orders it. In one case, she had to figure out how to nudge a manager to improve his sales numbers after his supervisor,



another client, confided that the manager would be axed otherwise.

With such built-in conflicts, executive coaching is a "total, chaotic mess," says Kenneth Eisold, a psychologist. But Eisold says his commodity-trader clients can already see a difference. "When they talk to me, they listen to themselves," Eisold says, "and they trade much better." —*K.K.*





# The Rating Game

TRACKING AMERICA'S SCREENS, CLICKS AND DOWNLOADS, NIELSEN'S SUSAN WHITING IS IN THE THICK OF THE BATTLE FOR ADS

Nielsen Media Research is the gold standard in ratings for television programming and the backbone of more than \$60 billion in TV advertising. CEO Susan Whiting has a courtship seat to epic change, as the industry tries to fit into the era of iPods, TiVos and instant messaging. She spoke with *TIME*'s **COCO MASTERS** about her need to know what you watch, for how long, on what—and, now, what you've bought.

## **TIME: Are ratings still important?**

**SUSAN WHITING:** Definitely. Doing it well is even more important with the change in how TV can be viewed on your computer, your video iPod, video on demand or time-shifted through your DVR or your TiVo. Advertisers need even more information on how you're using television differently.

## **TIME: How does Nielsen handle the contentious relationship between advertisers and media companies?**

**SW:** That's the toughest part of the business because we have different clients sometimes asking for different things. We try to understand what the best measurement will be and work through that with clients. It's a constant negotiation.

## **TIME: Does the current advertising model still work?**

**SW:** I think so. But advertisers are asking for more qualitative information. They're asking how engaged the audience is in the programming. They're asking for more frequent measures of the audience and for commercials' ratings.

## **TIME: How can Nielsen keep up?**

**SW:** Technology is our friend. Many companies now create pieces of technology that we can use so we don't have to develop all of it ourselves. The bigger challenge

is understanding what an advertiser will need, how clients will use the information, and how they will put a value on an ad as the ad goes from the TV to the PC to the video iPod to somewhere else.

## **TIME: What products does Nielsen have for local television markets?**

**SW:** We're testing a mailable reader, a very thin, hard box about the size of a large postcard. We could mail that to you to put on your TV, and you could mail it back. It would be an efficient way of collecting information. We're testing it among employees, and we'll have a market test with clients this summer. We've had an ongoing test with Arbitron [which does ratings research for radio] for a device called a PPM [portable people meter]. It looks like a little pager, and you wear it, and it would allow us to measure television differently than we do today.

## **TIME: What about measuring cell-phone and iPod use?**

**SW:** Everywhere you are walking, the PPM can pick up on the audio. But for iPods, we can either measure what you download from your PC—and even how often you're using it at your PC—or put in a little attachment that would go onto the headset. For cell phones, we would probably use a software application. We have them working in our labs now.

## **TIME: Have you decided on a joint venture with Arbitron, which would allow you to use the PPM for television?**

**SW:** We're planning to make a decision in the first quarter for the option to use the PPM to measure TV.

## **TIME: How will you analyze so much data?**

**SW:** [Clients] will probably get separate reports for the regular overnight ratings, the video-on-demand audience, the iPod audience, the Internet and DVR audiences.

## **TIME: What's the holy grail of ratings?**

**SW:** The combination of what media were you exposed to and therefore what products you bought.

## **TIME: How close is Nielsen to that?**

**SW:** In Project Apollo, people scan all their product purchases and also have a PPM that keeps track of what media they're exposed to. In the same group of households, we're looking at both things. The test should continue through the summer.

## **TIME: What do you think the future of advertising will look like?**

**SW:** Some clients say that commercials will get shorter, down to five seconds, and longer, to grab your attention—not your typical 30-second commercial. They're doing more product placement in programming. They might sponsor the whole show without any traditional ads. How [content] gets distributed and how advertising might get wrapped around it—we'll see a lot of experiments and a lot of change.

## **TIME: Will television ever become obsolete?**

**SW:** It will evolve. People still seem to want the entertainment and relaxation value of TV, but competition for screens is already happening. ■

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B U S I N E S S

# Google Under the Gun

For access to China, the Web giant agreed to censor itself. Why the company made a hard bargain

By **LEV GROSSMAN** and **HANNAH BEECH**

**W**HEN WEB SURFERS FROM THE city of Shenzhen, in southern China, visit a government website, they are greeted by two adorable cartoon figures, a tiny policeman and policewoman with friendly smiles, no noses (for some reason) and huge melting blue anime eyes. These little rascals' names are Jingjing and Chacha (*jingcha* is Mandarin for police), and they are there to remind Web surfers to behave themselves because the Internet cops are always watching.

Westerners tend to think of the Web the way we think of the moon: it looks the same everywhere, and when you're on it you can pretty much do whatever you want. But seen from China, the Web is very different. Beijing employs a force of 30,000 Internet censors 24/7, blocking access to many sites expressing nonapproved opinions on hot-button issues like Taiwanese independence and the Falun Gong reli-

gious sect. When Western Web surfers search for images of "Tiananmen" on Google, they get row upon row of tanks, the indelible afterimage of the tragedy of 1989. Do the same search when you're in China, and you get a snapshot of U.S. Commerce Secretary Carlos M. Gutierrez and his wife posing in Tiananmen Square on a p.r. trip.

The Web giant Google reminded everybody very publicly last week how differently things work in China. Google launched a Chinese version of itself, Google.cn, that is heavily censored to comply with Communist Party regulations. For a company with the unofficial motto "Don't be evil," a company that has picked up the fallen standard of Internet idealism, that was a bit of a shocker. Did the virtuous Google just sell out its honor?

The harder you look at it, the harder it gets to decide. First you have to figure out what exactly Google just did. Google already has a Chinese-language version of Google.com—it has had one since 2000. But the authorities weren't fond of it, so they

blocked access to its cached pages, Google's stored copies of websites, which could be used to view otherwise censored material. Using its online filters—the so-called Great Firewall of China—the government also made Google run annoyingly slowly, and sometimes not at all. The new site, Google.cn, is physically based in China and runs speedily and reliably, but its contents are censored by Google to accord with government preferences. (A warning label informs the user of this arrangement.) So basically, China's Web surfers have a choice: they can use slow, relatively uncensored Google.com or speedy, sanitized Google.cn.

Certainly the decision caused some hair tearing at Google headquarters in Mountain View, Calif. "It's never obvious what to do in these situations," Google co-founder Larry Page told TIME. "One of the principles we believe pretty strongly is that having really good access to information for people is a great way of improving the world." But in the end Google chose to dance with the dragon—presumably the cha-cha. "Filtering our search results clearly compromises our mission," the company's official statement says. "Failing to offer Google search at all to a fifth of the world's population, however, does so far more severely."

Sounds like a simple enough trade-off. But once you start picking at the edges, you discover a very tangled Web. First, Google's choice may have a plausible ethical rationale. But it is now a publicly owned company, and the decision also stands to earn it truckloads of yuan. China has 111 million Internet

**SIGNING OFF:** Students for a Free Tibet protest Google's decision to censor its search results in China

Google  
DON'T BE  
EVIL



CHONG YOUNG-AP

force for Chinese nationalism. The anti-Japanese riots that broke out last year over a Japanese textbook that underplayed wartime atrocities in China were largely organized online—with government sanction.

And to Google's credit, there are companies that have made far worse bargains in China and haven't got half the public spanking for it. In December the Chinese government took offense at the contents of a blog hosted by Microsoft's MSN service. Microsoft promptly clamped it shut, noting that the company had to obey the law of the land. Earlier last year Beijing investigated a man who used Yahoo! for his e-mail. Yahoo! promptly handed over his computer's IP address. Yahoo! now has one less customer: the man got 10 years for leaking "state secrets."

Moreover, Google's censored version of itself is hardly foolproof. Information is like a toddler: it goes everywhere and gets into everything, and you can't stop it all the time. Chinese doctors were swapping damning e-mails about SARS long before the government would admit there was a problem. Just fooling around with spelling and capitalization can outfox China's on-line filters, and there's free software available that can give Jingjing and Chacha the slip; Google's free Web Accelerator Tool does that quite nicely.

By some estimates China has 4 million bloggers—are 30,000 Internet police really going to keep them under wraps? Sooner or later the government is going to lose the fight. Being evil just isn't as easy as it used to be, and whether or not Google's actions are ethical in principle, we should all get over the idea that the future of the People's Republic hangs on a bunch of search results.

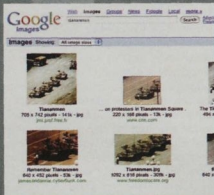
Global corporations have always had to balance ethical, cultural and legal considerations with financial ones; asking them to define ethical foreign policy is like looking to professional athletes to develop steroid-test rules. As Page puts it, self-servingly but accurately, "It's pretty hard for companies to act as governments. To some extent that's a good thing for the U.S. State Department to be doing. I'm not sure that's our role."

For Google, getting a foothold in the Chinese market now may well be vital for its survival 20 years hence. So it's not surprising that it would trade that financial confidence for a little ethical dustup. The real risk is that some of that dust will stick to Google's snowy-white brand identity. Google trades on its image as a different kind of company. It became a little clearer last week that there can be only one kind of company: the kind that makes money.

## One World but Two Very Different Webs

▼ **IN THE U.S.** Rows of tanks are shown in the results of a search for "Tiananmen" ...

▼ **IN CHINA** ... but tourism photos replace the images of the 1989 protest and its tragic aftermath when the same search is performed on the new censored site



users, a number that grew a plump 18% in 2005. Granted, so far few Chinese have credit cards, but when they do, Google's shareholders are going to be peeved if it doesn't host a chunk of the ads that will woo them. And the owners showed their ire last week, not over censorship, but over the crass fact that Google's profit increased a mere 82% in its last quarter. That's not enough for a \$433 stock, which became a \$381 stock in the days after the announcement. Google may foster a perception that it is beyond the muck of the marketplace, but Wall Street is rapidly getting wise to the less poetic realities of the situation.

Yet it really isn't just about the money. One of the pervasive myths of the information age is that the Internet is a kind of magic spray that when applied to totalitarian

states causes democracy to spontaneously blossom forth. "Westerners saw the Internet as this garage-door opener that you could point at closed regimes and open them," says Tim Wu, a professor at Columbia Law School and co-author of the forthcoming book *Who Controls the Internet?*

The authorities in Beijing have a more realistic take on the power of the Net. They realize that most people aren't going to use it to rally for democracy; they're going to do what Americans do: gossip about celebrities, check the weather, play games and score porn. So the Internet police mostly leave that stuff alone. Wu says the state of the Chinese Internet is even more ominous than total control: "It feels almost normal, so people don't think about what it is they can't get." If anything, the Web has been a galvanizing

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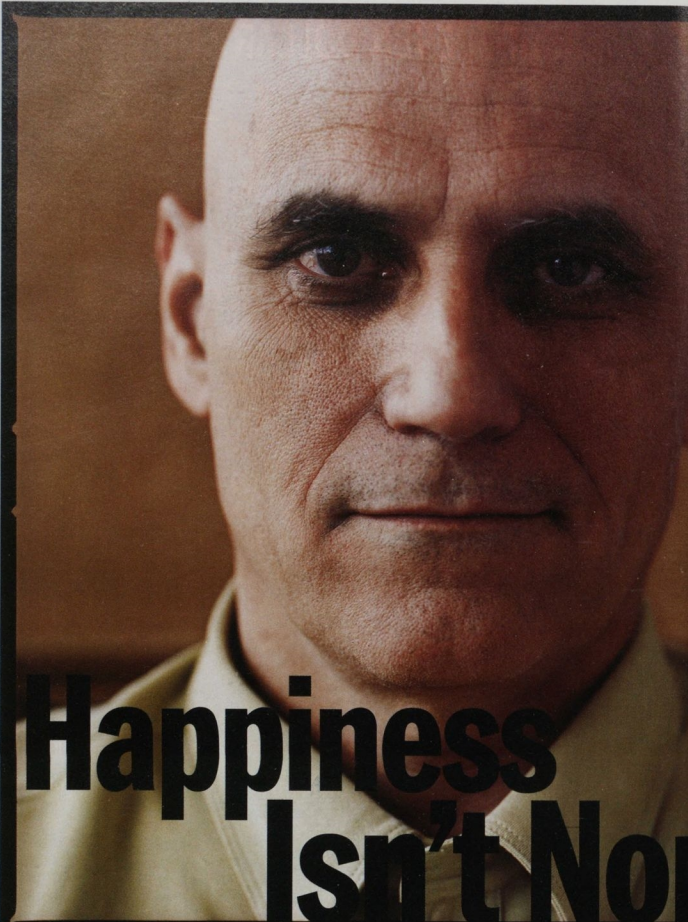
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**Happiness  
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WHAT'S THE BEST FORM OF PSYCHOTHERAPY? HOW CAN YOU  
OVERCOME SADNESS? CONTROVERSIAL PSYCHOLOGIST STEVEN  
HAYES HAS AN ANSWER: EMBRACE THE PAIN **BY JOHN CLOUD**

**B**EFORE HE WAS AN ACCOMPLISHED PSYCHOLOGIST, STEVEN HAYES was a mental patient. His first panic attack came on suddenly, in 1978, as he sat in a psychology-department meeting at the University of North Carolina at Greensboro, where he was an assistant professor. The meeting had turned into one of those icy personal and philosophical debates common on campuses, but when Hayes tried to make a point, he couldn't speak. As everyone turned to him, his mouth could only open and close wordlessly, as though it were a broken toy. His heart raced, and he thought he might be having a heart attack. He was 29.

Eventually the attack subsided, but a week later he endured a similar episode in another meeting. Over the next two years, the panic attacks grew more frequent. Overwhelming feelings of anxiety colonized more and more of his life's terrain. By 1980, Hayes could lecture only with great difficulty, and he virtually never rode in an elevator, walked into a movie theater or ate in a restaurant. Because he couldn't teach much, he would often show films in his classes, and his hands would shake so badly that he could barely get the 8-mm film into the projector. As a student, he had earned his way from modest programs at colleges in California and West Virginia to an internship at Brown Medical School with esteemed psychologist David Barlow. Hayes had hoped to be a full professor by his early 30s, but what had been a promising career stalled.

Today Hayes, who turned 57 in August, hasn't had a panic attack in a decade, and he is at the top of his field. A past president of the distinguished Association for Behavioral and Cognitive Therapies, he has written or co-written some 300 peer-reviewed articles and 27 books. Few psychologists are so well published. His most recent book, which he wrote with the help of author Spencer Smith, carries the grating self-help title *Get Out of Your Mind & Into Your Life* (New Harbinger Publications; 207 pages). But the book, which has helped thrust Hayes into a bitter debate in psychology, takes two highly unusual turns for a self-help manual: it says at the outset that its advice cannot cure the reader's pain (the first sentence is "People suffer"), and it advises sufferers not to fight negative feelings but to accept them as part of life. Happiness, the book says, is not normal.

If Hayes is correct, the way most of us think about psychology is wrong. In the years since Hayes suffered his first panic attacks, an approach called cognitive therapy has become the gold-standard treatment (with or without supplementary drugs) for a wide range of mental illnesses, from depression to post-traumatic stress disorder. And although a good cognitive therapist would never advise a panic patient merely to try to will away his anxiety, the main long-term strategy of cognitive therapy is to attack and ultimately change negative thoughts and beliefs rather than accept them. "I always screw up at work," you might think. Or "Everyone's looking at my fat stomach" or "I can't go to that meeting without having a drink." Part mentor, part coach, part scold, the cognitive therapist questions such beliefs: Do you really screw up at work all the time, or like most people, do you excel sometimes and fail sometimes? Is everyone really looking at your stomach, or are you overgeneralizing about the way people see you? The idea is that the therapist will help the patient develop new, more realistic beliefs.

**TIME**  
IN DEPTH

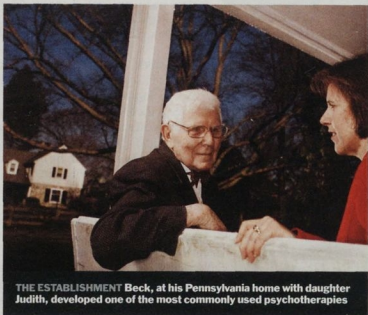
**B**UT HAYES AND OTHER TOP RESEARCHERS, ESPECIALLY Marsha Linehan and Robert Kohlenberg at the University of Washington in Seattle and Zindel Segal at the University of Toronto, are focusing less on how to manipulate the content of our thoughts and more on how to change their context—to modify the way we see thoughts and feelings so they can't push us around and control our behavior. Segal calls that process disidentifying with thoughts—seeing them not as who we are but as mere reactions. You think people always look at your stomach? Maybe so. Maybe it's huge. Maybe they don't; many of us are just hard on ourselves. But Hayes and like-minded therapists don't try to prove or disprove such thoughts. Whereas cognitive therapists speak of "cognitive errors" and "distorted interpretations," Hayes and the others teach mindfulness, the meditation-inspired practice of observing thoughts without getting entangled in them, approaching them as though they were leaves floating down a stream ("... I want coffee/I should work out/I'm depressed/We need milk ..."). Hayes is the most divisive and ambitious of the third-wave psychologists—so called because they are turning from the second wave of cognitive therapy, which itself largely subsumed the first wave of behavior therapy, devised in part by B.F. Skinner. (Behavior therapy, in turn, broke with the Freudian model by emphasizing observable behaviors over hidden meanings and feelings.)

Hayes and other third wavers say trying to correct negative thoughts can, paradoxically, intensify them, in the same way that a dieter who keeps telling himself "I really don't want the pizza" ends up obsessing about ... pizza. Rather, Hayes and the roughly 12,000 students and professionals who have been trained in his formal psychotherapy, which is called acceptance and commitment therapy (ACT), say we should acknowledge that negative thoughts recur throughout life. Instead of challenging them, Hayes says, we should concentrate on identifying and committing to our values. Once we become willing to feel negative emotions, he argues, we will find it easier to figure out what life should be about and get on with it. That's easier said than done, of course, but his point is that it's hard to think about the big things when we're trying so hard to regulate our thinking.

The cognitive model permeates the culture so thoroughly that many of us don't think to name it; it's just what psychologists do. When Phillip McGraw ("Dr. Phil") gives advice, for instance, much of it flows from a cognitive perspective. "Are you actively creating a toxic environment for yourself?" he asks on his website. "Or are the messages that you send yourself characterized by a rational and productive optimism?" Cognitive approaches were first developed in the 1950s and early '60s by two researchers working independently, University of Pennsylvania psychiatrist Aaron Beck, now 84,

and Albert Ellis, 92, a New York City psychologist. The therapy's ascendancy was rapid, particularly in the academy. Although many therapists still practice an evolved form of Freudian analysis called psychodynamic therapy, it's difficult to find a therapist trained in the past 15 years who didn't at least learn the cognitive model.

The debates between cognitive therapists and third-wave critics are sometimes arcane and petty, but few questions seem as elemental to psychology as whether we can accept interior torment or analyze our way out of it. Hayes was received at last year's Association for Behavioral and Cognitive Therapies convention in Washington with reverence—and revulsion. It wasn't uncommon to see therapists gazing at him between presentations as though he were Yoda. (Hayes is given to numinous proclamations: "I see this acceptance conception, this mindfulness conception, as having the power to change the world.") But skeptics dog him everywhere. "He certainly has a following and even an entourage," says Providence College psychology professor Michael Spiegler. "But I do think some of what he does is cultlike in terms of having that kind of following, of having to agree wholeheartedly with it, or if you don't, you don't get it."



**THE ESTABLISHMENT** Beck, at his Pennsylvania home with daughter Judith, developed one of the most commonly used psychotherapies

#### SUNSET.

WHEN YOU JUST READ THAT word, no event occurred other than that your eyes moved across the page. But your mind may have raced off in any number of directions. Perhaps you thought of a beautiful sunset. And then maybe you thought of the beautiful sunset on the day your mother died, which might have evoked sadness.

Hayes uses such exercises to make the point that our thoughts can have unexpected consequences. *Get Out of Your Mind & Into Your Life* illustrates that unreliability by quoting a 1998 *Psychological Science* study in which 84 subjects were asked to hold a

pendulum steady. Some were told not only to hold it steady but also not to move the pendulum sideways. But the latter group tended to move the pendulum sideways more often than the group told merely to keep it steady. Why? "Because thinking about not having it move [sideways] activates the very muscles that move it that way," Hayes and Smith write. To be sure, cognitive therapy doesn't ask people to suppress negative thoughts, but it does ask us to challenge them, to fix them.

By contrast, ACT tries to defuse the power of thoughts. Instead of saying "I'm depressed," it proposes saying "I'm having the thought that I'm depressed." Hayes isn't saying people don't really feel pain (he has felt plenty of it), but he believes we turn pain into suffering when we try to push it away. ACT therapists use metaphors to explain acceptance: Is it easier to drag a heavy weight on a chain behind you or to pick it up and walk with it held close?

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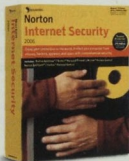






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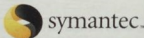
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tify them with techniques like having you write your epitaph. They also ask you to verbalize your definition of being a good parent or a good worker. The therapist helps you think about what kind of things you want to learn before you die, how you want to spend your weekends, how you want to explore your faith. The point isn't to fill your calendar with Italian lessons and fishing trips but to recognize that, for instance, you like to fish because it means you spend time with your family or in the mountains or alone—"whatever is in fishing for you," says Hayes. One task in *Get Out of Your Mind* asks you to give yourself a score of 1 to 10 each week for 16 weeks to show how closely your everyday actions comport with your values. If you really enjoy skiing with friends but end up watching TV alone every weekend, you get a 1. (But if you really love holing up with reruns of *The O.C.*, go for it; ACT is pretty nonjudgmental.)

Now seems like a good time to stipulate that all this can sound vacuous and gaggling self-help. But the scientific research on ACT has shown remarkable results so far. In the January edition of the journal *Behaviour Research and Therapy*, Hayes and four co-authors summarize 13 trials that compared ACT's effectiveness to that of other treatments after as long as a year. In 12 of the 13, ACT outperformed the other approaches. In two of the studies, depressed patients were randomly assigned to either cognitive therapy or ACT. After two months, the ACT patients scored an average of 59% lower on a depression scale. Those were small studies, just 39 patients total, but ACT has shown wide applicability. In a 2002 study, Hayes and a student looked at 70 hospitalized psychotics receiving the standard medication and counseling. Half were randomly assigned to four 45-min. ACT sessions; the other half formed the control. Four months later, the ACT patients had to be rehospitalized 50% less often. They actually admitted to more hallucinations than those in standard care, but ACT had reduced the believability of their hallucinations, which were now viewed more dispassionately. Hayes likes to say ACT effectively turned "I'm the Queen of Sheba" into "I'm having the thought that I'm the Queen of Sheba." The psychotics still heard voices; they just didn't act on them as much. They learned to hold their thoughts more lightly, increasing their psychological flexibility.

ACT has also shown promise in treating addiction. In one study, drug addicts reported less drug use with ACT than with a 12-step program. And ACT worked better than a nicotine patch for 67 smokers trying to quit. ACT encourages addicts to accept the urge to do drugs and the pain that will come when they stop—and then to work on figuring out what life means beyond getting high. ACT has also been used to help chronic-pain patients get back to their jobs faster. But perhaps the most noteworthy finding was that 27 institutionalized South African epileptics who had just nine hours of ACT in 2004 experienced significantly fewer and shorter seizures than those in a placebo treatment in which the therapist offered a supportive ear. Even Hayes, who is not usually overburdened with modesty, was startled by that finding. He could only hypothesize about why ACT might reduce seizures: "You teach people to walk right up to the moment they seize and watch it." Somehow, he suggests, that helps reduce biochemical arousal in those critical moments before the trigger of a seizure.

Obviously, Hayes isn't sure exactly how ACT is working in all

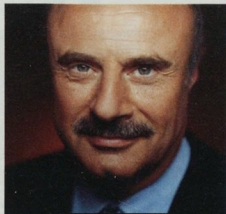
those cases, but he believes it has something to do with learning to see our struggles—even seizures—as integral and valid parts of our lives. Recently, a San Francisco patient in ACT therapy e-mailed a plea for help to Hayes. "Just HOW I do that [live a valued, meaningful life] in the midst of disabling and oppressive private experience (anxiety, depression, lack of energy, inertia) is not clear to me. Does one just say the hell with it I will CHOOSE to live, to get into the life I love despite feeling awful 24 hours a day?"

Hayes had opened the e-mail at 3 a.m., after his newborn's cries had awakened him. At 4:04, he sent a long response that said, in part, "You are asking, 'Can I live a valued life, even with my pain?' Let me ask you a different question. What if you can't have the second without the first? What if to care the way you do care, means you will hurt. But not the heavy, stinky, evaluated, categorized, and predicted hurt that has crushed you. Rather the open, clear, knife-through-butter pain that comes from a mortal being who eventually will lose all and yet who cares."

"Imagine a universe in which your feelings, thoughts, and memories are not your enemy. They are your history brought into the current context, and your own history is not your enemy."

Hayes talks like that at workshops around the world, and the mixture of his proselytizing and ACT's solid early performance in journals has created ACT votaries in at least 18 countries. Hayes expects 400 at ACT's London conference in July. (There are ACT therapists in most states; they are listed at [contextualpsychology.org](http://contextualpsychology.org).) ACT is being used in a Tucson, Ariz., clinic, a Jefferson City, Mo., prison and an anger-management program in Minneapolis, Minn. A therapist in Spain has used it successfully to treat a 30-year-old with erectile dysfunction; a therapist in England has used ACT with a stalker.

But should it really replace the gold standard in psychotherapy?



DR. PHIL Like many other therapists, he relies heavily on cognitive methods

PHOTO: JASON THOMAS PHOTOGRAPHY

**T**HE MOST PROLIFIC COGNITIVE THERAPIST HAS LONG been Beck, the University of Pennsylvania psychiatrist who first formulated the role of thoughts in depression in articles in 1963 and 1964. The recipient of virtually all his field's awards, Beck and his 51-year-old daughter Judith Beck, herself an esteemed psychologist, run the Beck Institute for Cognitive Therapy and Research from a corporate building near Philadelphia. Decorated with handmade Amish quilts, the nonprofit feels more like a rural dentist's office than the headquarters of an international psychology movement. But the institute carefully guards the reputation of cognitive therapy. Because of the organization's influence, it can be difficult for cognitive therapists to get referrals without certification from the institute's in-house academy, which involves a \$400 application.

Like ACT, cognitive therapy shares a personality with its co-founder. Beck's biographer, Brown psychologist Marjorie Weishaar, writes that in his younger years, Beck had public-speaking anxiety and a phobia about tunnels. He solved both problems by correcting misimpressions he had developed: "One day, approaching the Holland Tunnel, he realized that he was interpreting the tightness in his chest as a sign he was suffocating," Weishaar writes. He wasn't, of course, and when he "worked that through cognitively,"

the phobia vanished. Similarly, his stage fright eased "with continued practice and challenging his automatic thoughts."

When I first saw Beck at the therapy convention in November, I mistook him for a diffident patrician, an image he seemed to project with his neatly trimmed white hair, bow tie, tweed jacket, gray socks and grandfatherly laugh. In fact, Beck—the son of a Ukrainian socialist father and a "rather dominant" Russian mother, according to Weishaar—is a tireless defender of his therapy. He spoke to me with bemusement about the new wave of therapies. "I don't think you call something a revolution until it's actually happened," he said, chucking. "You get new, popular approaches that come in, and then they often die out, and they don't have the empirical validation." He compared the new therapies to "touchy-feely type things" in the '60s and '70s. (Hayes critics have compared his workshops to the faddish, cultish est seminars of the '70s, which drew hundreds to hotel ballrooms to get rewired by a former used-car salesman named John Rosenberg, who called himself Werner Erhard.)

Beck did say mindfulness therapies are "worth a try," and he noted that he has always said acceptance of difficult thoughts can have a role early in therapy. But in the weeks after the convention, the debate between Beck's followers and Hayes' turned acrimonious. Having just returned from the conference, Robert Leahy, president-elect of the Academy of Cognitive Therapy (current president: Judith Beck), posted a message on the academy's listserv saying Hayes' language theory "sounds less like a 'science' than a frame of reference for a new religion ... Haven't we all been down that dark pathway before?" Another cognitive therapist, Bradford Richards, responded, "It reminds me a lot of a pseudo-scientific cult of personal will."

For his part, Beck co-authored a paper in the most recent *Clinical Psychology Review* noting that cognitive therapy "is one of the most extensively researched forms of psychotherapy." The paper summarizes the results of 16 studies of a collective 9,995 subjects and finds a large effect for cognitive therapy in the treatment of unipolar depression, generalized anxiety disorder, post-traumatic stress disorder, social phobia and panic disorder—Hayes' condition. Cognitive therapy was also shown to be somewhat superior to antidepressants. After sending me the paper, Beck e-mailed derisively, "The last time there was a claim for a New Wave ... was the proclamation of 'transpersonal psychology,' which purported to demonstrate some mystical forces between individuals, including, I believe, transmigration of the soul."

But even some cognitive therapists admit that despite 40 years of research, some fundamental questions about the therapy haven't been resolved. That's partly because cognitive therapy involves a variety of techniques. In addition to questioning negative thoughts in the therapy office, cognitive therapists use behavioral homework assignments—for instance, phobic patients may be asked to expose themselves to fears (like Beck going through the tunnel). Depressed clients are asked to schedule regular activities. But if cognitive therapy is all those things, critics say, maybe getting better is a matter of merely changing old behaviors, not questioning negative beliefs.

Beck hypothesizes that the cognitive parts of the therapy—challenging thoughts, developing new beliefs—add value to the changes in everyday behavior and routine that the therapy encourages. But he acknowledges that no trial has proved that. In fact, a team at the University of Washington has shown in two studies that the cognitive elements of the therapy add nothing. Among more severely depressed patients, behavioral techniques like setting up new routines and scheduling activities worked as well as an antidepressant and significantly better than cognitive therapy. When I asked Beck about the studies, he called them "intriguing" but—since no other lab has yet produced similar results—"not yet proven."

**R**ENO, NEV., DOES NOT IMMEDIATELY COME TO MIND as home base for a mindfulness guru, but Hayes has taught at the University of Nevada campus in Reno for 20 years. Driving to his house took me past a number of sad old casinos where you can find haggard gamblers trying their luck at 6 a.m., the lights from the slots lambent in their expressionless eyes.

Hayes is tall, completely bald and fond of odd sartorial combinations. One day when we met, he wore black leather shoes with an unfashionably large buckle, gray pants that were too short and a gigantic double-breasted jacket. He once lived on a commune, and he still wears an oversize ring that he said was made by Zuni Indians. "I traded it for some contraband in the '60s in Taos," he told me. His critics will be delighted to learn that Hayes attended two est trainings in Atlanta years ago. He admits that he also dabbled in meditation seminars, "eco-freak" rallies, drug parties and all the



ONETIME GURU Rosenberg, a.k.a. Erhard, at an est seminar in San Francisco in 1975. Hayes says Erhard was an influence

other appurtenances of a radical '70s lifestyle.

Although he has an anti-Republican bumper sticker on his car, the car is a red-state Chevrolet Avalanche. The most prominent feature of his office is a set of gym equipment, and he has one of those Sharper Image massage chairs. His days off are spent gurgling over his fourth child, 5-month-old Steven Joseph, or—not infrequently—building additions to his house. These days Hayes is a bit embarrassed by the excesses of his youth.

Hayes' reputation as more mystagogue than scientist is reinforced partly by how he and his colleagues teach ACT workshops: they do the hard science, but they also ask the participating therapists, usually roomfuls of Ph.D.s, to do things like repeat the word milk over and over (to show how meaningless words can become—try it with *I'm depressed*). And although Hayes teaches mindfulness at ACT workshops around the world, he epitomizes "the absent-minded professor," according to Barlow, the psychologist who taught Hayes at Brown in the '70s. Hayes is famous at Nevada-Reno for passing students in the hall without so much as a nod. But it's worse than they think. According to Hayes' wife Jacqueline Pistorello, in December the couple went to the mall to buy Christmas gifts. They split up so they could shop for each other, but





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A settlement has been reached in a class action lawsuit about the price of Royal Ahold N.V. stock. The Settlement provides USD \$1.1 billion to pay Royal Ahold investors who bought or received as a dividend the company's common stock or American Depository Receipts from July 30, 1999 through February 23, 2003, as well as attorneys' fees and expenses.

If you're included, you may send in a claim form to ask for a payment, or you can exclude yourself or object. The United States District Court for the District of Maryland authorized this notice to investors around the world, and will hold a hearing to decide whether to approve the Settlement, so that payments can be made to people with valid claims. You can get a detailed notice at the website or by calling the phone number below.

## WHO'S INCLUDED?

You are a Class Member if you bought, or received as a dividend, shares of Ahold common stock or American Depository Receipts (ADRs) from July 30, 1999 through February 23, 2003, regardless of where you live or bought shares of Royal Ahold. If you're not sure whether you are included, call or visit the website below.

## WHAT IS THIS CASE ABOUT?

The lawsuit against Royal Ahold and numerous co-defendants (see the detailed notice) alleged that Ahold misrepresented earnings and revenues between July 30, 1999 and February 23, 2003, and when this was announced, the value of Ahold stock declined by more than 60%. Ahold eventually restated more than \$24 billion in revenues and \$1.1 billion in income.

The defendants deny that they did anything wrong, and the Settlement is neither an admission of wrongdoing nor an indication that any law was violated. The Court did not decide which side was right. The two sides disagree on how much money could have been won at a trial. Instead, the Settlement resolves the case against Ahold and others, and will pay money to Class Members.

## WHAT DOES THE SETTLEMENT PROVIDE?

Ahold agreed to create a cash Settlement Fund of \$1.1 billion plus interest to pay valid claims and attorneys' fees, costs and expenses. A Settlement Agreement, available at the website below, describes the details about the Settlement.

The Settlement Fund will be divided into two parts (Fund A and Fund B). Your payment will depend on the number of valid claim forms that Class Members send in, how many shares of Royal Ahold stock you bought or received as a dividend, and when you bought and sold them. If every eligible Class Member sends in a valid claim form, the average payment will be about \$1.51 per share for each of the shares of common stock or ADRs involved in Fund A and about 40 cents per share for each of the shares involved in Fund B.

## HOW DO YOU ASK FOR A PAYMENT?

Call or go to the website to get a claim form. Or, mail a request to the address below and a notice package and claim form will be sent to you. If you believe you are a Class Member, fill out the claim form and mail it postmarked by **August 18, 2006**.

## WHAT ARE YOUR OTHER OPTIONS?

If you don't want to be legally bound by the Settlement, you must exclude yourself by **May 12, 2006**, or you won't be able to sue the defendants who settled, about the legal claims in this case ever again. If you exclude yourself, you will not get money from the Settlement. If you stay in the Settlement, you may object to it by **May 12, 2006**. The detailed notice explains how to exclude yourself or object.

The Court will hold a hearing in this case (*In re Royal Ahold Securities and "ERISA" Litigation*, MDL 1539) on **June 16, 2006**, to consider whether to approve the Settlement and a request by the lawyers representing Class Members (Entwistle & Cappucci LLP, of New York) for up to 15% of the Settlement Fund (18 cents per share) for attorneys' fees, plus up to \$4.8 million for their expenses. These fees and expenses are the lawyers' compensation for investigating the facts, litigating the case and negotiating the Settlement. You may ask to appear at the hearing, but you don't have to. To learn more, call toll free, go to the website, or write to Ahold Claims, P.O. Box 9000 #6378, Merrick, NY 11566-9000, USA.

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at one point Hayes literally bumped into his wife. He didn't notice her, even though she was cradling their newborn in her arms. ("I call those his black holes," says Pistorello, a clinical psychologist for the university. Hayes sheepishly explains: "I was just in my place.")

Pistorello is Hayes' third wife; his panic attacks began not long after he and his first wife separated in 1977. Hayes grew up in El Cajon, Calif., as the younger son of parents who had a loving but somewhat volatile marriage. His Irish-Catholic father was a salesman who washed out of semi-pro baseball and drank too much. Hayes says his first panic attack was "not too different from some spaces that are very old, in the sense of watching destructive things happen at home—hide under the bed while Dad throws things." Hayes' father died in the '70s; his mother is remarried and lives in Arizona. Ruth Sundgren describes the young Hayes as a sensitive kid who always said things like, "Mom, can I get you a pillow?"

It took Hayes about three years to realize that his panic disorder got worse when he tried to process it cognitively. "Unfortunately, the wrong things that you need to do to build [panic disorder] are the logical, sensible, reasonable things—focus on the situations in which it might happen, and try to control them. Well, you might as well put your finger in a wall socket."

Instead, the scientist in Hayes found a way to "square the circle" of all the wacky '70s stuff he had tried, particularly est and meditation. "Something in that mixture of Eastern thinking and the human-potential movement clicked for me," says Hayes. "It was goofy ... But what I saw in what they did in there was the possibility of really pursuing this acceptance side." Accepting that his panic would happen allowed him to be able to distance himself from it. Hayes learned to be playful with his thoughts, to hold them lightly: "You feel panicky? Or depressed? Or incompetent?" "Thank your mind for that thought," he likes to say.

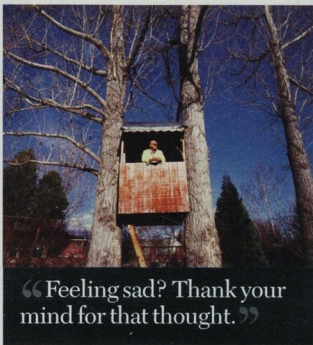
But just as cognitive therapy didn't simply pop into Beck's head when he learned to master his tunnel phobia, ACT is more than the sum of Hayes' experiences. As Hayes' anxiety condition improved in the '80s, he worked with scores of clients and students in his lab to develop the therapy. The lab did studies showing how humans narrow the range of their behaviors based on rules they hear, even in situations where rules hurt them. For instance, Hayes conducted experiments showing that subjects who could have earned more money for doing simple tasks (like moving a light around a small maze) didn't earn as much because they were trying to follow given rules. Those studies helped lead to an account of language called Relational Frame Theory, which suggests that when we try to solve problems verbally, we are using the same language skills and cognitive processes that can lead us back to avoidance and pain ("sunset" ... "beautiful sunset" ... "mother's funeral"). And that led to ACT's focus on reducing the impact of thoughts regardless of their content ("I'm having the thought that I'm depressed about Mom"). It took a decade of research for the term acceptance and

commitment therapy to first show up in a scientific paper, in 1991.

Hayes is often asked if acceptance isn't just a gimmick that would fail for those with serious mental illnesses. He usually responds by pointing to the studies in which ACT has been used successfully with psychotics. But one of the things that troubles me about ACT is the convenient plasticity that allows it to treat everything from schizophrenia to a chronic headache. Most psychologists slowly build research out from one or two disorders, but Hayes and his followers seem to be offering ACT as a sort of psychological Rosetta stone, a key for interpreting all interior events. At the very least, as Hayes' mentor Barlow has pointed out, ACT seems to lack the scientific virtue of parsimony.

Similarly, living by your values sounds great, but if no thought is good or bad, and no belief requires changing, what happens when the values are immoral? Should pedophiles live in accordance with their desires? Should an abused wife accept her husband's assaults? Eager to debate, Hayes has ready answers. "If somebody's gonna tell

me, 'My value is sexually educating 8-year-olds; I will not do therapy around that issue,' he says. But while Hayes believes some people truly have pathological values, he says he has never had such a patient. "I've worked with rapists and things of that kind, but inside that I see people getting pushed around by their urges even when it's deeply against their values." The ACT theory is that once the pedophile stops trying to ignore or change his urges, he can defuse their power and make psychological room to think about what he can really do with his life. As for an abused spouse, *Get Out of Your Mind* says, "Acceptance of abuse is not what is called for. What may be called for is acceptance that you are in pain ... and acceptance of the fear that will come from taking the necessary steps to stop the abuse." Acceptance, it turns out, can mean a lot of change.



“Feeling sad? Thank your mind for that thought.”

**F**OR A TIME, IN THE 1990S, WE SEEMED TO THINK THAT CURING mental illness was a matter of manipulating a couple of brain chemicals. But after decades of side effects and the recent debate over whether antidepressants carry suicide risk for teens, we have seen only marginal gains in public mental health. A 2002 study in *Prevention & Treatment* found that approximately 80% of the response to the six biggest antidepressants of the '90s was duplicated in control groups who got a sugar pill. So we may be ready for something different.

Hayes will have to do a great deal of research to show that ACT, like cognitive therapy, not only solves problems in the short term but prevents relapse. Hayes and his team believe they will get there, but even if they do, it seems likely that for ACT to go mainstream, it will have to shed its icky zealotry and grandiose predictions. ("We could get Muslims and Jews together in a workshop," Hayes said in Washington. "Our survival really is at stake.") Even so, Hayes may be crazy enough to pull it all together. ■



# HOW KELLY CLARKSON SHED HER "IDOL"

By JOSH TYRANGIEL

**T**WENTY-EIGHT MILLION PEOPLE WATCHED KELLY CLARKSON WIN THE FIRST installment of *American Idol* in 2002. While "28 million" and "winner" are positives in the context of reality television, singing the swollen talent-show ballad *A Moment Like This* in a prom dress with mascara cascading down your face is not the kind of thing that endears you to cool-conscious pop-music fans. Just in case Clarkson's victory tableau didn't create enough skeptics about her chances for a successful recording career, she followed it up with *From Justin to Kelly*, a monstrous *Idol* movie musical that in the most generous light is the worst film so far this century. "Two words: Contractually obligated!" shrieks Clarkson amid peals of laughter. "I knew when I read the script it was going to be real, real bad, but when I won, I signed that piece of paper, and I could not get out of it. Seriously, I never thought I could act, but I knew I could sing. Not to sound cocky, but I can."

It's true, and because Clarkson has the kind of voice that sounds intimate and precise coming out of radio speakers—and because she is far more determined and shrewd than anyone has given her credit for—she has survived the blows that inaugurated her career and managed to free herself from her scarlet AI. Her

debut album, *Thankful*, chugged to double-platinum status while the thoroughly enjoyable follow-up, *Breakaway*, has sold 5 million copies, spawned four Top 10 hits and earned Clarkson, 23, a prime performance slot at the Grammys this Wednesday. (If justice prevails, she'll also pick up awards in her two nominated categories, Best Pop Vocal and Pop Vocal Album.)

Even more amazing than Clarkson's emergence as a credible pop singer is that her glitz-free approach—she favors hook-filled, unpretentious songs, like the addictive *Since U Been Gone*, delivered with a vocal minimalism alien to her dolphin-shrieking peers—has made her kind of, well, cool. *Since U Been Gone* was named the third-best single of 2005 in the *Village Voice's* industry-wide poll of music critics, which a few years ago would have been as inconceivable as seeing *The Da Vinci Code's* Dan Brown on the list of Pulitzer finalists. "There are so many people who've made millions of dollars and don't deserve to be allowed into a recording studio," says indie rocker Ted Leo, whose cover of *Since U Been Gone* is a much swapped Internet hit. "She got where she is by having a great voice, by grinding it out and by not having an image. How can you not like that?"

Compared with Britney Spears, Christina Aguilera and Jessica and Ashlee Simpson, Clarkson is almost always portrayed as a wholesome, unsophisticated girl with an outsize natural talent—a bumpkin with a gift. She really was a cocktail waitress at a comedy

club in her hometown of Burleson, Texas, before an *Idol* audition started her on the road to fame, but it's rarely noted that Clarkson already lived in Hollywood (she was only in Burleson because her apartment burned down), or that, as a demo singer for Gerry Goffin, the ex-husband of Carole King and co-writer of *Up on the Roof* and *(You Make Me Feel Like) A Natural Woman*, Clarkson received high-level on-the-job instruction in songwriting and recording techniques. She even had the business sense to pass on two bad pre-*Idol* record deals. "They would have completely pigeonholed me as a bubblegum act," says Clarkson. "I was confident enough that something better would come along."

When that something better did come along, Clarkson did something unusual for a reality-show contestant—she let her 15 minutes elapse. *Thankful* wasn't released until seven months after her big TV moment, giving her and RCA records chief Clive Davis time to figure out how to balance the expectations of people who wanted an *Idol* souvenir with those who demanded signs of artistic growth. The finished product was a pleasant trifle that alienated no one and produced a deserving hit, *Miss Independent*, but it didn't earn Clarkson much capital with RCA or her management firm at the time, 19 Entertainment. (19, the company owned by show creator Simon Fuller, has the right to sign any *Idol* contestant; another contractual obligation. It had no comment on this or any Clarkson-related matter.) "To be totally

# Miss Independent

CROWN AN

A full-page photograph of Christina Aguilera. She is wearing a black, long-sleeved, form-fitting leather outfit with a deep V-neckline and high, shiny black leather boots. Her blonde hair is blowing wildly in the air, creating a dynamic, energetic look. She is holding onto two thick black cables that run diagonally across the frame. The background is a dark, textured grey.

STOLE POP MUSIC'S THRONE

**BACK IN BLACK:**  
Clarkson wants to be  
a rock star, and it's  
looking less implausible  
with each album

honest," says Clarkson in her gentle twang, "the problem was I wanted to write a lot of my own songs on *Breakaway*. Nobody else wanted me to. So there was a big ol' fight."

Davis, who discovered Whitney Houston, Alicia Keys and more than a dozen other platinum acts, says, "I always encourage people to write their own songs, but in the pop arena, where the career is totally dependent on hits, you get skeptical. Artists with great voices like Melissa Manchester and Taylor Dayne could have had much longer careers if they didn't insist on writing their own material." Clarkson doesn't think of herself as a pop singer—"Rock is what I love," she says—and she's been writing songs since her teens, but rather than argue over labels or abilities, she and Davis, 72, reached a détente. Clarkson wrote or co-wrote six *Breakaway* tracks, including one certifiable hit, *Behind These Hazel Eyes*, and the rest were collected from world-class song doctors and produced by studio veterans. "I'm 100% happy with my album," says Clarkson. "I just think it's funny that all these middle-age guys told me, 'You don't know how a pop song needs to sound.' I'm a 23-year-old girl! But I was fighting those battles alone."

A month after *Breakaway's* release,

Clarkson decided she needed backup for any future conflicts. She and 19 amicably agreed to sever ties—"I love Simon Fuller, but how can somebody you've seen five times in three years really look out for you?"—and Clarkson signed with the Firm, a Hollywood management company whose clients include Leonardo DiCaprio and Jennifer Lopez. "A lot of artists tell their managers not to think short term, not to think about the next big check," says Firm CEO Jeffrey Kwatinetz, who handles Clarkson personally. "But when push comes to shove, they want that check, and they want it now. Kelly asked us to plot out a 20-year career, and she's not afraid to

sacrifice to get it."

The Firm rejiggered Clarkson's media strategy, keeping her profile low so that audiences won't tire of her. (She didn't need to be cautioned to stay out of the tabloids; a big night out for her is Chili's and a movie with friends.) The Firm fought to make sure that RCA promoted Clarkson's music at radio stations and in stores and removed *American Idol* from her official bio. (A recent controversy in which *Idol* judge Simon Cowell alleged Clarkson had not authorized her songs for use on the show appears to have been a misunderstanding; Clarkson says she

allowed their use as soon as she was asked.) The Firm also counseled her to go back and learn a few tricks of the trade. "American Idol gave Kelly a lot of exposure that allowed her to skip some steps in her development, and that's hazardous," says Kwatinetz. Rather than play sprawling amphitheaters, Clarkson gave up hundreds of thousands of dollars in ticket revenues and spent this past summer touring smaller theaters to hone her performance skills. "I've got more than enough money," says Clarkson, whose chief extravagance is a 12-acre ranch in Fort Worth with a go-cart track. "I plan on making this my life, and I want people to know I can put on a show, that I'm serious about it."

To that end, Clarkson has written 35 new songs, which she hopes will ease her transition from pop singer reliant on other people's hits into rocker who sings from her point of view. Davis is doing his best to keep an open mind. "Kelly has shown writing ability, and I think she's probably going to want to try her hand at writing all her material in the future," says Davis. "I don't want to dismiss it, I'm rooting for her, but we'll see." Clarkson agrees that her songs should only make the cut when "they're better than the things other people write," she says, "but I think a lot of these songs could be hits. They're really, really good." There's no reason to doubt her. After all, the only thing she's proved she can't do is act.

## “I WANTED TO WRITE A LOT OF MY OWN SONGS ON *BREAKAWAY*... SO THERE WAS A BIG OL' FIGHT.”

### PAINTING KELLY BY NUMBERS

**10,000**

Contestants Clarkson beat out to be named the first American Idol

**51**

Places up the *Billboard* charts *A Moment Like This* jumped in one week

**5**

Millions of dollars made by the disastrous movie *From Justin to Kelly*

**1**

Million-dollar deal Clarkson signed with 19 Entertainment



**IDOL DAYS** Clarkson beat, uh... Whatshisname at the '02 finale



**BREAKING AWAY** Her album was the third-best seller of 2005

**16**

Age at which Clarkson wrote *Because of You*, about her parents' divorce

**61**

Consecutive weeks that *Breakaway* has been in the *Billboard* Top 20

**2**

Artists since 1991 who've matched that feat: Celine Dion and Shania Twain

**4**

Top 10 hits spawned by *Breakaway*, including *Since U Been Gone*





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# Ford Saves Family, Again

No, you haven't seen *Firewall* before. It just feels that way

**T**HE BANK ROBBERS COME BARGING IN to the bank manager's home, take everybody hostage and order Dad to pop the safe at the branch office. But there's a time lock on the vault, which can not be overridden. That permits everyone to hang around in the living room, getting to know one another while the miscreants eat all the Wheaties. Eventually, Dad proves to be not quite the doofus he seems to be, the plot is foiled, and bourgeois order is restored to 79 Wistful Vista Drive.

You've seen this movie a dozen times. In *Firewall*, of course, it's 2006, and it is not cumbersome old cash the bad guys are looking for. They want electronic transfers.



DANIEL PEREZ/WARNER BROS.

**ACTION MAN:** The 63-year-old star is still very agile, but he needs a better vehicle

This means that their banker-victim is not a middle manager but Jack Stanfield (Harrison Ford), the top executive who installed and maintains the institution's impenetrable security system. It also means that there's a whole lot of not very cinematic

hacking—lots of numbers whizzing across computer screens—allowing our minds to wander into realms a well-crafted suspense movie would never let them explore.

We're willing to concede that Ford is a more than usually spry 63-year-old—he's a movie star, for heaven's sake; it's his business not to act his age—but we have to wonder why, when the picture is set in Seattle, where it rains often, this detail-oriented guy never seems to remember his raincoat or umbrella. Then there's the matter of the family. What has rendered them so friendless? Only once does someone call to inquire why they haven't been around. The mailman doesn't appear. No one drops by to ask the kids to play. And then there's the robbers: a bunch of psychos who invade a home but pose no sexual menace to their female captives. The dog begins yapping at an inconvenient moment, and we fear more for him than for his owners.

It's all right, occasionally, to revisit currently disused genres. There can sometimes be something comforting in the old stylizations. But to make something like *Firewall* good, you have to make it at least a little bit new—or add more than an unending patter of rain and techno-talk. —By Richard Schickel

LIFE



# The Rich Are Different

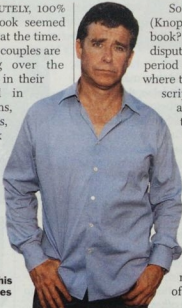
Jay McInerney writes about the impact of 9/11 on two affluent couples. Why is it so hard to care?



YOU CAN ABSOLUTELY, 100% see why this book seemed like a good idea at the time. Two Manhattan couples are busily glossing over the structural flaws in their marriages and in

their personal value systems, minding their own business, when Sept. 11 arrives to smack them upside their well-coiffed heads. And who better to snap the reaction shot than Jay McInerney, novelist to the cool and moneyed, author of *Bright Lights, Big City*? Midlife epiphanies, check. Astute social observation, check. Reality check, check.

**CITY SCRIBE:** The author made his reputation writing about urbanites



So why isn't *The Good Life* (Knopf; 368 pages) a better book? McInerney's eye is indisputably keen—witness such period moments as the dinner where the party favors are prescriptions for the anti-anthrax drug Cipro. And the book isn't starved for R-rated action: the two couples respond to the crisis with vigorous spasms of partner swapping.

But we wait in vain for this catalog of tiny ironies and insights to add up to something wise and new. Is it that the foibles of rich New Yorkers are


getting just a little overskewed? Or that McInerney's characters, while capable of surprising themselves and one another, never surprise us? Or that we wish they were more worthy objects of our readerly sympathy ("I've facilitated the movement of capital around the globe like a bee mindlessly carrying pollen," laments an investment banker—poor little bee!)? Or maybe there's something monstrously asymmetrical about watching the wistful ripples that a cataclysmic act of terrorism sends through the placid, witty lives of the wealthy. —By Lev Grossman

## FROM OUR CONTRIBUTORS



Lance Morrow, a writer at TIME for 40 years, was dubbed "the master of the think piece" by the Washington Post Book World. In his new book of essays, *Second Drafts of History*, the subjects range from "The Beauty of Weeds" to "The World Trade Center." The latter essay, capstone to an issue that won a National Magazine Award, was written in one day—Sept. 11, 2001.



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**REVOLUTIONARY:**  
Manet and his ilk  
reinvented painting

# 5 INVITING TRIPS TO THE PAST

The real histories behind Monet, Mother Jones and tikka masala



**▲ THE JUDGMENT OF PARIS**  
**ROSS KING**

KING HAS MADE a career of elucidating crucial

episodes in the history of art and architecture (Brunelleschi's Dome, Michelangelo & the Pope's Ceiling). This time he's at play in the fields of French art and society from 1863 to 1874, years when France preferred academic painters, with their lusty goddesses and uplifting battle scenes. But what France preferred was under challenge by a rising (and sometimes backbiting) new group of artists. At the same time, the vainglorious Emperor Louis-Napoléon was stumbling into the calamities of war and revolution. Eventually art would imitate life; all the old orders would come crashing

down; and Manet, Monet and Cézanne would emerge from the wreckage. King's account of that all-important crack-up is full of smart pleasures.



**LIGHTING THE WAY**  
**KARENNA GORE SCHIFF**

SOME PEOPLE live the lives they've been given,

and some—in the words of Southern belle turned civil-rights activist Virginia Durr—"step outside the magic circle" of the world they were born into and make it better. It's the latter group that interests Schiff (who is Al Gore's daughter). She vividly profiles nine women, some well known, like labor firebrand Mother Jones, some less so, like Alice Hamilton, one of the first doctors to fight for industrial safety, who asked, "Is

it sensible to assume that what is American is necessarily wisest and best, or even that it is unchangeable?"



**CURRY**  
**LIZZIE COLLINGHAM**

THERE WERE NO chili peppers in India before the year

1500. So how, you ask, did they make vindaloo, that searingly, deliciously lavalike dish? They didn't. First the chili pepper had to make its way to India from the New World—kind of like long-distance takeout—catching a lift with Portuguese traders. In fact, the quintessentially Indian vindaloo is actually an adaptation of a Portuguese dish—the name is an Indianization of the Portuguese *vinho e alhos* (wine vinegar and garlic). Vindaloo is just one of the dishes examined in *Curry*. Part world map, part menu, this book is entirely delicious.



**▼ THE RIVER OF DOUBT**  
**CANDICE MILLARD**

WHEN HE felt a little

down, nothing picked Theodore Roosevelt up like a near suicidal adventure. In 1914, smarting from having lost the presidency to Woodrow Wilson, he undertook the descent of the scarily named Rio da Dúvida, the River of Doubt, an unmapped tributary of the Amazon. Millard charts the trip Roosevelt called his "last chance to be a boy," which was a calamity. The

travelers were beset by piranhas; starvation; rapids; malaria; mutiny; Indians with poison-tipped arrows; and tiny Amazonian fish that attack the, um, loins. In the dark of the jungle, delirious with fever, threatening suicide, the indomitable ex-President transforms into an existential hero straight out of Joseph Conrad.

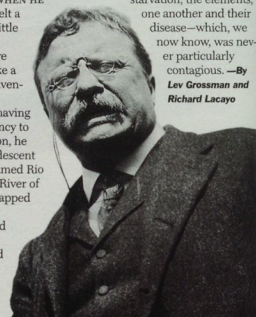


**▲ THE COLONY**  
**JOHN TAYMAN**

FOR MORE THAN 100 years, well into the 20th century, Hawaii

had a policy of involuntarily and permanently exiling anybody who had leprosy to a tiny peninsula on the island of Molokai, walled off from civilization by the world's tallest sea cliff. *The Colony* is the story of the tiny, tortured community the lepers created, fighting prejudice,

starvation, the elements, one another and their disease—which, we now know, was never particularly contagious. —By Lev Grossman and Richard Lacayo





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# Healthy Heart, Healthy Life



## CHOLESTEROL BASICS

The problem isn't simply having cholesterol—it's that many people have too much. *By Raymond J. Gibbons, M.D.*

In spite of its bad reputation, cholesterol is vital for life. The body uses cholesterol as a building block to manufacture other chemicals and structures. Even if you never ate any food containing cholesterol, you'd have enough to maintain these essential functions because the liver manufactures cholesterol from other things—protein, carbohydrates and fats—that you eat.

### A close look at cholesterol

Because this soft, waxy substance cannot dissolve in the blood, special proteins called lipoproteins carry it around the body. Although lipoproteins come in several forms, the two to focus on are low-density lipoprotein (LDL, or "bad" cholesterol) and high-density lipoprotein (HDL, or "good" cholesterol).

LDL carries about three-quarters of the blood's cholesterol, depositing it in tissues where it can be used. If too much LDL cholesterol circulates and isn't used or excreted, it slowly builds up in the walls of all the arteries (including those that supply the heart and brain), causing accumulations called plaques. If an area of plaque breaks

open, a blood clot can form, cut off blood supply to the heart muscle and cause a heart attack. High LDL cholesterol levels are a major risk factor for heart disease. Saturated fats, hydrogenated fats and trans fats in the foods we eat, as well as cholesterol itself, tend to raise levels of cholesterol.

About one-fourth of the blood's cholesterol is carried throughout the body by HDL, which picks it up and takes it away from the arteries back to the liver where it can be excreted or recirculated. A high HDL level helps to protect against heart attack.

### Facts about fats

Saturated fat is found mostly in foods derived from animal sources, such as butter, full-fat dairy products and meat, as well as in some tropical oils such as coconut and palm oils.

Hydrogenated fats also raise blood cholesterol levels. These are liquid fats that have undergone a chemical process to keep them solid at room



Food manufacturers are now required to list the amount of trans fats on nutrition labels.



# When it comes to bad cholesterol— Ask your doctor if lower is better.

## Getting high cholesterol down is important.

Doctors know lowering high cholesterol is important for everyone. But for some people, it's even more important. In fact, a panel of medical experts recently proposed updated guidelines suggesting many patients aim for an even lower cholesterol goal than before.\*

## Working with your doctor is key to helping you reach your cholesterol goal.

If, after all you've tried—including diet and exercise—your doctor believes you need to get your bad cholesterol even lower, ask whether CRESTOR might help.

## Aim lower.

CRESTOR may make the difference you need. In fact, the 10-mg dose of CRESTOR, along with diet, can lower bad cholesterol by as much as 52% (vs 7% with placebo). That means your LDL-C—the bad cholesterol—could go down about half. Your results may vary.

## Is CRESTOR right for you?

That's another conversation you need to have with your doctor. Your doctor will decide the best course of treatment for you after assessing your particular needs.

## Get more information about CRESTOR.

To learn more about CRESTOR, or if you are without prescription coverage and can't afford your medication, AstraZeneca may be able to help. Call 800-CRESTOR or visit CRESTOR.com.

## Here is important safety information about CRESTOR you need to know.

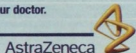
CRESTOR is prescribed along with diet for lowering high cholesterol and has not been determined to prevent heart disease, heart attacks, or strokes. CRESTOR is not right for everyone, including women who are nursing, pregnant, or who may become pregnant, or anyone with liver problems. Your doctor will do blood tests before and during treatment with CRESTOR to monitor your liver function. Unexplained muscle pain and weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. The 40-mg dose of CRESTOR is only for patients who do not reach goal on 20 mg. Be sure to tell your doctor if you are taking any medications. Side effects occur infrequently and include muscle aches, constipation, weakness, abdominal pain, and nausea. They are usually mild and tend to go away.

If your doctor says,  
"lower is better," aim lower with CRESTOR.



\*Adult Treatment Panel (ATP) III, Update, 2004

Please read the important Product Information about CRESTOR on the adjacent page and discuss it with your doctor.





## CHOLESTEROL BASICS (Continued)

temperature, and are present in such foods as shortening and most stick margarines.

Trans fats are common in commercial baked goods, snack foods, salad dressings and many processed foods, and are usually identified on the label as "partially hydrogenated vegetable oil." They tend to raise LDL cholesterol and lower HDL cholesterol. Food manufacturers are now required to list the amount of trans fats on nutrition labels.

### Will the real villain please stand up?

When information first started coming out about the importance of cholesterol, we tended to look only at total cholesterol levels. Then for a while we concentrated on ratios of HDL to LDL. But as the measurements became more refined and we did more careful studies, we found that the most important measurement is LDL. Treatment of elevated LDL cholesterol is now our first priority.

A prudent diet is the first step recommended by The National Heart, Lung, and Blood Institute and the American Heart Association to bring down an elevated LDL cholesterol level. People following such a diet should have a daily intake

### The Cholesterol Low Down

This free program is the American Heart Association's national cholesterol education initiative. Throughout the year, members receive materials such as The Cholesterol Low Down brochure, a health-risk checklist, the AHA's Low Fat Favorite recipes cookbook and a newsletter. To join, call 1-800-242-8721 or visit [americanheart.org/cld](http://americanheart.org/cld).

of less than 200 mg of cholesterol. Trans fats and saturated fats should be limited to less than 7 percent of total calories. In everyday language, this means cut down on eggs, meat, full-fat dairy products and commercially prepared fried foods. In their place, choose low-fat milk, fruits, vegetables

and whole grains, and use canola or olive oil when possible. If diet alone doesn't bring down LDL cholesterol enough, doctors often prescribe one of a class of drugs known as statins—medications that slow down the production of cholesterol and increase the liver's ability to remove it from the body. We also have a number of other medications to use if statins alone are not sufficient to lower LDL cholesterol or if they cause unwanted side effects.

### There's more to the story

Regular physical activity can help increase HDL cholesterol, and higher levels of HDL cholesterol are linked to a lower risk of heart disease. Being active also helps control high blood pressure and weight. If everyone limited the number of calories they ate to the amount of energy they used each day, we'd be far along the road to preventing heart disease.

Fewer than half of American adults participate in physical activity even at the minimum level, and about one

in six adults reports less than 10 minutes of moderate or vigorous physical activity a week. Unfortunately, many people hear "physical activity" and immediately think "running a marathon." Yet a brisk walk, bicycling, dancing, yard work, gardening, housework or anything else that gets you moving enough to break out a sweat is enough. Try to fit in at least half an hour a day of moderate physical activity on most days of the week.



Fewer than half of American adults participate in physical activity even at the minimum level.

### The first step

If you're over 40, ask your physician to estimate your chances of developing heart disease within the next 10 years. This is usually done by calculating your Framingham risk score, which takes into account your age, sex, blood pressure, LDL cholesterol, HDL cholesterol and whether you smoke or have diabetes. My own risk score is 4, which means that I have a 7 percent chance of having a heart attack or dying from coronary heart disease in the next 10 years. This risk is low for a man of my age (56). This kind of risk assessment becomes the framework for understanding the overall health of your cardiovascular system and your LDL cholesterol level in particular.

Of course we've all heard of someone with normal cholesterol levels who has had a heart attack, seemingly out of the blue. However, it will often turn out that this person had one or more of the other risk factors for heart disease—high blood pressure, diabetes, or smoking—that are part of the risk assessment. Even though LDL cholesterol is significant, it's not the only risk factor.

### A few numbers, please

Above all, everyone should know "their numbers." The most important numbers are blood pressure, LDL cholesterol level and fasting blood sugar. Keeping these three numbers within a normal range will do a lot to help you remain healthy.

Cardiovascular disease takes a huge toll, but for the most part it can be prevented. If we pay attention to cholesterol and the other risk factors and do a better job of controlling them, we will be able to reduce death and disability from America's number one killer.

*Raymond J. Gibbons, M.D. is the president-elect of the American Heart Association and the Arthur M. and Gladys D. Gory professor of medicine at the Mayo Clinic in Rochester, Minnesota.*



## BREAKING NEWS FROM THE AMERICAN HEART ASSOCIATION'S 2005 SCIENTIFIC SESSIONS

From high-tech tissue engineering to low-tech love, recently reported breakthroughs promise to change the treatment of heart disease. *By Timothy J. Gardner, M.D.*

### Growing blood vessels in a test tube

Biologically engineered blood vessels grown from a person's own cells could provide a safe, effective option for people who do not have suitable veins or arteries available for use in heart bypass surgery.

Using a technique called sheet-based tissue engineering, scientists can manipulate human tissue in the laboratory to produce the necessary structure. The blood vessel is then grafted in place to reroute blood flow around the blockage so the heart can receive nutrients and oxygen.

To grow the substitute blood vessel, researchers gathered two different types of cells from the back of the patient's hand, one from the skin and the other from the inner lining of a vein. Skin cells are used for the backbone of the engineered structure and cells from the vein provide the lining. The cells were placed in a culture dish where they received nutrients necessary for growth. After six to eight weeks they formed a sheet that could be fashioned into a blood vessel.

For the first time, this exciting procedure has been shown to work effectively in humans.

Its possibilities are wide-ranging. One day we might be able to use tissue-engineered blood vessels to repair children's hearts because this living tissue has the ability to grow as the child grows.

### Healing the heart

Breakthrough research this year involved reports showing that a form of stem cell derived from a person's own bone marrow can repair heart tissue scarred by a heart attack. A heart attack that inflicts severe damage causes the heart muscle to thin and weaken, reducing its ability to pump. Eventually the heart could fail.

The researchers found that infusing these progenitor cells into coronary arteries gave new life to damaged heart muscles. The study involved more than 200 people at 17 medical centers across Europe who had suffered heart attacks. Half of them received infusions of progenitor cells isolated from their own bone marrow. The other half received placebo infusions. After four months, those who received the bone marrow cells had greater improvement in their heart's pumping ability compared with those given the placebo.

These studies are still preliminary and should be interpreted carefully. But if the benefit of progenitor cell therapy holds true in further studies, we may have a treatment that could improve the recovery of heart function after a heart attack by strengthening the heart's contractions in the area of the attack.

### On the inside, looking out

Scientists are increasingly convinced that heart attacks and other blood vessel problems are not caused simply by a buildup of plaque, the fatty substance that gums up arteries, but by an unstable form of plaque. Plaque alone won't cause a problem. It becomes dangerous only when it ruptures and triggers the development of a clot.

If we could differentiate among the various types of plaque scattered on artery walls and identify those that are likely to rupture, we would have a valuable tool to help guide treatment. A new way of detecting unstable plaque may do just that.

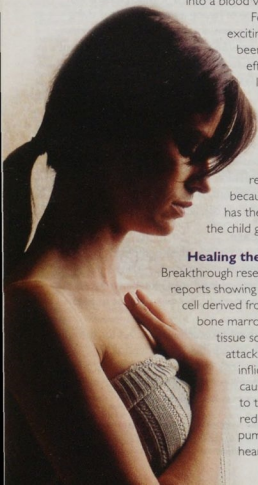
A technique with the tongue-numbing name "time-resolved laser-induced fluorescence spectroscopy," known as TR-LIFS, has been used to identify dangerous plaque found in the carotid arteries, the main blood supply for the brain.

When molecules are stimulated by light, they react and re-emit light of various colors, determined by the properties of the molecules. TR-LIFS stimulates the plaque molecules, then collects and measures the light emissions. Because each type of plaque has its own fingerprint, researchers can determine its composition and know if it's dangerous or not.

The eventual goal is to develop a TR-LIFS probe that could identify the type of plaque in the heart's blood vessels. ▶



A new technique known as TR-LIFS is being used to identify the type of plaque in the carotid arteries.



# HELLO IT'S YOUR WAKEUP CALL

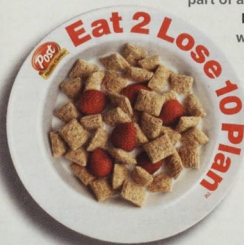
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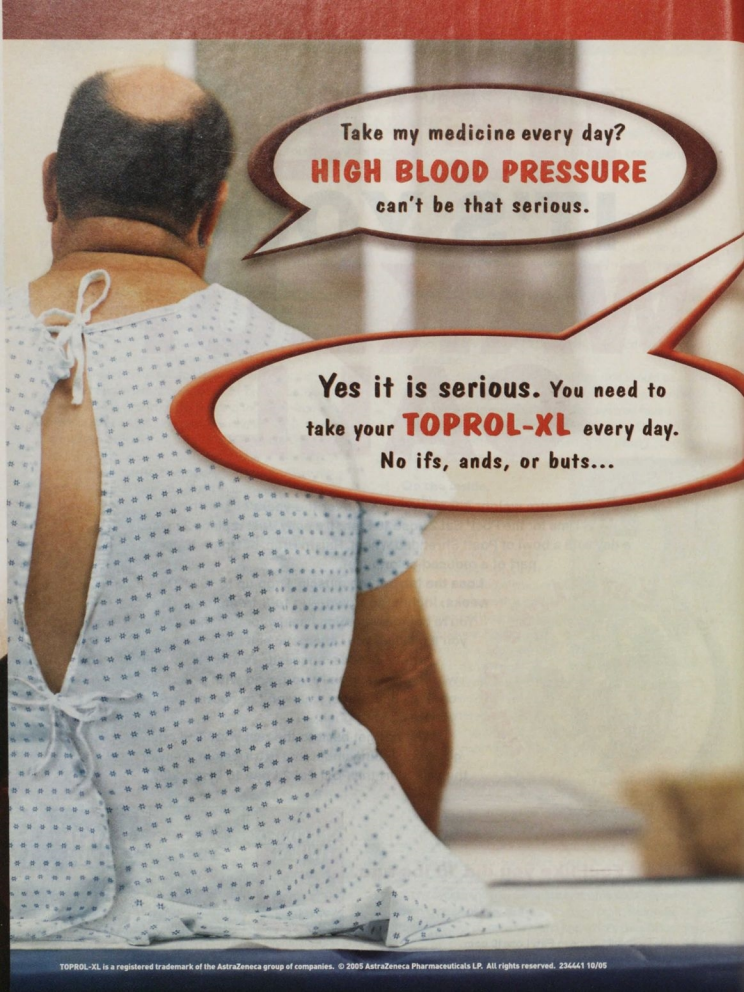


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## high blood pressure matters more than you know.

It's always with you, even on those days you seem to feel okay. And high blood pressure can make your heart work harder than it should. That's why it's such a big deal—just ask your doctor.

You need to exercise, eat healthy, and take your TOPROL-XL—not just most days, but every day.

As long as you keep taking it, TOPROL-XL works to help you manage your blood pressure—throughout the day. And yes, that means every day.

### **Important information you should know about TOPROL-XL (by prescription only)**

TOPROL-XL is used to treat high blood pressure. It's good to know the medicine you're taking, so talk to your doctor about high blood pressure and TOPROL-XL.

### **TOPROL-XL is not right for everyone, especially people who have the following health conditions.**

- Extreme slowing of the heart rate (severe bradycardia)
- Sudden and severe drop in the blood pressure and blood flow through the body because the heart is not pumping normally (cardiogenic shock)
- Uncontrolled heart failure
- Slowdown of the heart's electrical signal causing a slower heart rate (specifically, second- or third-degree heart block)
- Damage to the heart's natural pacemaker that affects the heart's rhythm (unless a pacemaker device is in the body) (sick sinus syndrome)
- Any allergies to TOPROL-XL or its ingredients

Please see adjacent page for a brief summary of full Prescribing Information.

It is important to take your medications every day as directed by your doctor.

Patients should not stop taking TOPROL-XL suddenly because of the possibility of serious side effects, such as chest pain or a heart attack. If your doctor decides you should stop taking TOPROL-XL, your doctor or health care provider may instruct you to slowly reduce your dose over a period of time before stopping it completely.

In some patients, TOPROL-XL should be used with caution: Those with asthma or asthma-like lung disease; taking certain calcium channel blockers; have diabetes; overactive thyroid disease; hardening or constriction of the arteries in the arms or legs; or those planning to have surgery.

Until you know how you will react to TOPROL-XL, avoid activities that require alertness.

The most common side effects reported by patients in clinical trials were tiredness, dizziness, depression, diarrhea, itching or rash, shortness of breath, and slow heart rate. If you experience any of these or other side effects, contact your doctor.

### **Need answers? Contact AstraZeneca**

Visit [TOPROL-XL.com/ad](http://TOPROL-XL.com/ad) or call 877-564-6442

- Find more information on TOPROL-XL
- Join Heart Horizons, a free support program with helpful tips, special offers, and information for people who take TOPROL-XL
- Learn how we may be able to help if you do not have prescription coverage and cannot afford your medicines

### **TAKE IT. SERIOUSLY.**



**TOPROL-XL<sup>®</sup>**  
(metoprolol succinate)  
extended-release tablets

AstraZeneca





## BREAKING NEWS FROM THE AMERICAN HEART ASSOCIATION'S SCIENTIFIC SESSIONS 2005 (Continued)

Having this information would enable doctors to decide with more certainty on the best treatment.

### Meet my surgical assistant, the robot

A stunning combination of robotic arms and human hands shows great promise for treating extensive coronary artery disease.

Researchers reported on a group of men with an average age of 59 who all had fatty deposits narrowing several coronary arteries, including the main artery in the front of the heart. Conventional treatment to reroute the blood supply around a blockage of this artery would be bypass surgery, which involves opening the chest.

In a new approach, surgeons used a robot to perform the operation. Robotic surgery involves making three incisions, each about half an inch long, in the left side of the chest that permit the insertion of a right and left robotic arm and a tiny camera that provides a three-dimensional view. The surgeon controls the instruments from a computer-driven console with a full view of the operating field. The robotic arms precisely follow the surgeon's hand movements.

After surgery, the men stayed in the hospital only two and a half days, compared with five or six days for conventional surgery. They were back at work in about a week, far less than the usual 6 to 12 weeks recovery time.

These men also had blockages in other arteries that were treated by inserting stents to hold open the vessel and allow blood to flow freely. This hybrid technique of robotic surgery and stenting offers someone with extensive blockages the most effective treatment and the best outlook for long-term health.

### Talk about the alternatives

The use of alternative and complementary medications continues to grow among people taking multiple heart medications—and they're not telling their doctors about it.



Both patients and doctors would be better served if they talked to each other openly, asked questions and sought answers.

In one reported study, half the people on heart medications were also taking herbal medications, vitamins or minerals. Only half the heart specialists and three quarters of the family doctors treating this group were aware that they were. On the flip side, researchers found that only 8 percent of the specialists and 13 percent of the family doctors asked about alternative and complementary medications. Unfortunately, some of these preparations can interfere with cardiac drugs.

Both patients and doctors would be better served if they talked to each other openly, asked questions and sought answers. Heart health entails more than prescription drugs and tests. Patients should also discuss lifestyle, stress management and other such nonmedical approaches important to them, and the medical community should understand and support these efforts.

### Love has four paws and likes to be scratched behind the ears

It's no secret that pets are good for health. Just a few minutes in the company of a dog or cat—or even a parakeet—can reduce blood pressure significantly. But there's even more. New research shows that a 12-minute visit from a dog lowers blood pressure, reduces the release of harmful hormones and decreases anxiety among men and women hospitalized for heart failure.

The specially trained dogs, accompanied by human volunteers, lie on the patients' beds, at the ready for a stomach rub or a nuzzle. And no surprise to people who love dogs, at the end of the visit, the benefits to patients visited by the dogs exceeded those that resulted from a visit of a human volunteer only or from being left alone.

Dogs make people feel calmer and happier. Although we don't usually think of inviting a dog to lie down next to someone who is confined to a hospital bed, in some situations it's obviously important.



© Chris Korte/Corbis

**Timothy J. Gardner, M.D.** was the chairman of the Committee on Scientific Sessions Program for the American Heart Association's 2005 sessions and is medical director of the Center for Heart and Vascular Health, Christiana Care Health System, Wilmington, Delaware.



# EAT FOR YOUR HEART'S SAKE

What you eat, or decide not to eat, significantly affects your risk for heart disease. By Robert H. Eckel, M.D.



Eating for your heart is about choosing satisfying foods that will taste wonderful and nourish your body. You don't have to refuse any food, you just have to shift your emphasis.

Eating wisely to keep your heart in good shape is easier and far more satisfying than you might imagine. You don't have to cut every calorie of fat from your diet or peer hungrily at a piece of cheddar cheese while chewing on a naked cracker.

New simpler-to-use guidelines stress overall eating patterns and suggest balancing the food you eat over several days or a week, rather than the calorie count of every forkful you lift to your lips. This simpler approach lets you adapt your meals to the kind of life you lead, the sorts of food you enjoy

and your cultural preferences. Heart-healthy eating certainly doesn't have to be dreary.

## Getting down to basics

One thing to keep from passing your lips is the word "diet." The image that springs to mind when you hear that word is shaking your head regretfully when offered a serving of your favorite food or turning down an occasional sweet dessert. A diet is about denial. Eating for your heart, on the other hand, is about choosing satisfying foods that will taste wonderful and nourish your body. You don't have to refuse any food, you just have to shift your emphasis.

The means you use to achieve a healthy way of eating are within your control, so figure out what works for you. Flexibility is the key. The basics aren't complicated.

The cornerstone of a heart-healthy eating pattern rests on opting for meals that center on fruits, vegetables, whole grains, fat-free and low-fat dairy products, fish, poultry, lean meat and plant oils such as olive and canola oils.

Here's how it breaks down.

**Whole grains** Opt for whole grains, which provide many nutrients and protective chemicals that promote health and reduce the risk of developing heart disease and cancer. Some

commonly eaten sources of whole grains are whole wheat, oatmeal (made from whole oats) and brown rice. Your body digests these grains, which haven't been stripped of their outer and inner layers, far more slowly than white flour or white rice. This allows blood sugar and insulin levels to rise more slowly and could help prevent the development of type 2 diabetes.

**Fruits and vegetables** Fill your plate with deeply hued fruits and vegetables rather than their paler cousins and decrease your chances of developing a heart attack or stroke. Green and yellow vegetables, tomatoes, citrus fruits, red grapes, kiwis, strawberries, blueberries and raspberries have all been linked to a reduced risk of heart disease. They can be fresh, frozen or dried.

**Fish, poultry, lean meat** Choose lean meat and eat poultry without the skin to limit your consumption of saturated fat. Oily fish, such as salmon and canned tuna, are excellent sources of omega-3 fatty acids, which may protect against heart disease, so plan on two servings a week.

If you're pregnant: Although fish is a source of mercury exposure, don't stop eating it while you're pregnant. The omega-3 fatty acids in fish contribute to the neurological development of the fetus. Rather than eliminating fish from your diet, restrict its consumption to one serving a week and stay away from swordfish, king mackerel and tilefish, which are more likely to contain higher levels of mercury.

**Plant oils** Although the advice to limit foods with a high content of saturated fats, trans fats and cholesterol still stands, you should use monounsaturated fats such as olive oil and canola oil to substitute for hard fats such as stick margarine and butter.

**Dairy products** Stick with fat-free or low-fat dairy foods to help provide calcium for strong bones.

**And the rest** Don't forget about legumes such as garbanzos, navy beans and black beans, and eat a handful of nuts each day. Nuts and legumes are excellent sources of fiber, vitamins and minerals, and many kinds of nuts contain healthy fats. ▶



got milk?

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To keep the crowd on their feet, I keep my body in tune. With milk. Studies suggest that the nutrients in milk can play an important role in weight loss. So if you're trying to lose weight or maintain a healthy weight, try drinking 24 ounces of lowfat or fat free milk every 24 hours as part of your reduced-calorie diet. To learn more, visit [2424milk.com](http://2424milk.com). It's a change that'll do you good.

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your diet. Lose  
weight!  
24  
oz. / 24  
hrs.



## EAT FOR YOUR HEART'S SAKE (Continued)

To keep your blood pressure where it should be, limit added salt and processed and salty foods.

If you drink, have only one alcoholic drink each day if you're a woman and no more than two if you're a man.

Following this varied eating plan within your calorie needs will help you achieve a healthy body weight, normal blood pressure and desirable cholesterol levels. You'll do more than your heart a favor: This nutritional plan may also reduce your risk of developing type 2 diabetes, osteoporosis and some forms of cancer.



### Keep your body in shape

Above all, remember that calories do count. No matter how healthy the food you eat, if you take in more than you work off, you'll gain weight. Carrying around too many pounds is bad for your heart as well as your waistline, so balance what you eat with what you expend through physical activity.

For the mathematically minded, multiply the number of pounds you should weigh by 14. This represents the average number

of calories used in one day if you're moderately active. Put in that light, is one chocolate glazed doughnut that weighs in at 250 calories really worth it?

### Beware the diet that promises to melt away pounds

The bottom line when it comes to losing weight is that you must use more energy in physical activity than you consume in calories, forcing your body to call up its fat reserves. That's

and it couldn't be simpler. But the world is full of fads and empty promises when it comes to weight loss, as evidenced by the seemingly endless array of diet books. Some of them simply cost you money, others can cost you your health.

One type of fad diet that recommends eating a specific food at every meal and limited amounts of other foods has been around for decades. Not only are these diets so boring that people can't stick with them for more than several days, they're nutritionally unbalanced.

Another kind of fad diet demands that specific food combinations be eaten together to optimize weight loss. No credible scientific evidence backs up this claim. Other diets promise rapid weight loss: 30 pounds in 30 days, for example. Run from them as fast as you can. A safe weight loss goal is no more than two pounds a week.

Some fad diets demand that you eat a limited selection of foods at specific times of the day. Not many people find these diets appealing, and they lose interest in them quickly. If you want a nice change of pace, the *No Fad Diet* recently published by the American Heart Association might be helpful. So to help protect your heart, eat wisely and eat well.

*Robert H. Eckel, M.D., is president of the American Heart Association and is the Charles A. Boettcher professor of medicine at the University of Colorado at Denver and Health Sciences Center.*

### Go Red for Women

The American Heart Association's Go Red for Women movement encourages women to take a moment every day and love their heart. Place your hands over your heart, breathe deeply and think about your heartbeat, and what your heart means to you. Make a promise to be heart-healthy.

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\*half-cup serving. ©2005 General Mills

## THE ROOTS OF HEART DISEASE

Many people remain unaware that heart disease can begin during childhood. *By Stephen R. Daniels, M.D., Ph.D.*

Most people associate the risk factors that dramatically increase the chances of having a heart attack or stroke—high blood pressure, high cholesterol levels, diabetes and smoking—with adulthood.

Recently, however, doctors have seen an alarming number of children afflicted with “adult” health problems, including high blood pressure and elevated cholesterol levels. Until recently we thought that only 1 or 2 percent of children suffered from high blood pressure; new studies suggest that as many as 4 or 5 percent do. In addition, about 10 percent of adolescents between the ages of 12 and 19 have elevated cholesterol levels. Children with high cholesterol levels and high blood pressure run the risk of having these levels rise even higher in adulthood, in all likelihood leading to heart disease. Being overweight is a common thread in both of these health concerns, and the evidence of the damage associated with these extra pounds continues to mount.

### Overweight children and heart risk

A recent study reported that the arteries of overweight children can appear much like those of middle-aged smokers. Using noninvasive ultrasound, the researchers measured plaque on the walls of the arteries in the neck, which supply blood to the brain. They found a buildup equivalent to that of a 45-year-old adult who had been smoking for more than 10 years. The researchers concluded that these children

were three to five times more likely than their normal-weight schoolmates to suffer a heart attack or stroke before they reached 65. On average, the youngsters in the study had yet to celebrate their 10th birthday.

The incidence of type 2 diabetes is a sizable and growing problem among children and adolescents, and one that’s clearly related to being overweight. Formerly we called this form of the disease “adult-onset diabetes”

but we’re now seeing it among teenagers and even among younger children.

Of course children have been diagnosed with high blood pressure, elevated cholesterol and diabetes even before the

so-called epidemic of obesity. Family history and genetic predisposition play an important role, but these conditions have become much more common as the number of overweight and obese children has skyrocketed.

Pediatricians are also concerned that there could be other factors that place these children at increased risk. How might that work? The answer might be related to the presence of higher levels of inflammation in overweight and obese children. Inflammation, the body’s way of responding to illness, may play a key role in hardening of the arteries. We know that high levels of a marker of inflammation called C-reactive protein are related to increased risk of heart attacks in adults. We don’t yet know if high levels of this marker can predict the future risk of heart disease in children. Research is currently under way to answer that question.

### Take a close look

If a parent brings an overweight child to my office, I routinely take a blood pressure measurement and also test for elevated triglyceride levels and low HDL, or “good” cholesterol. In addition, I determine whether the child shows signs of insulin resistance, which is important because of its connection to type 2 diabetes. In adults, this constellation of symptoms is dubbed the “metabolic syndrome,” and has been linked to the development of heart disease and diabetes.

Currently, scientists are debating whether or not to call this cluster of risk factors a syndrome. Some argue that, taken together, these risk factors pose a threat worse than the sum of the parts; others find it more useful to focus on the individual components. Whatever it is or is not called, there is no single medication that will help. Weight management is the only effective way to control all of these problems in both children and adults.

Make an appointment with your child’s doctor if you think your child is carrying around too much weight. Doctors often call upon nutrition specialists to provide suggestions about family food choices or exercise consultants to help a family find ways to integrate physical activity into their daily schedule. These kinds of changes benefit not only the child but parents, siblings—and even the family dog.

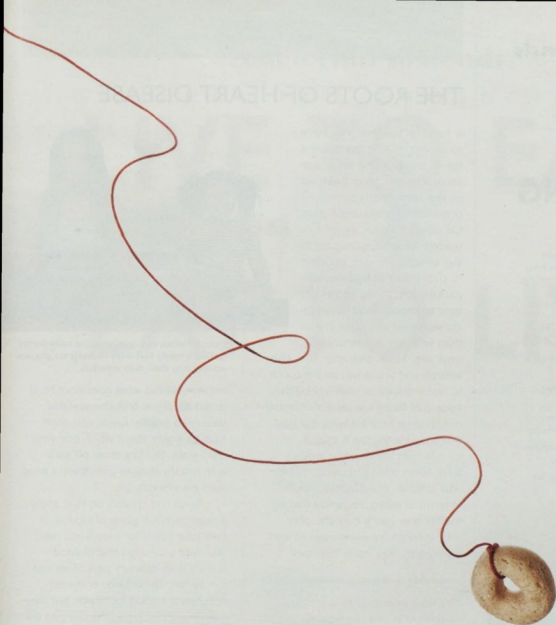
### The key to healthy habits

Before we can begin helping our kids, both doctors and parents need to be aware of the importance of maintaining



About 10 percent of adolescents between the ages of 12 and 19 have elevated cholesterol levels.





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## WANT MORE GOOD IDEAS?

For lots of fun, tasty recipes and smart ways to eat almonds, visit our website: [www.AlmondsAreIn.com](http://www.AlmondsAreIn.com)

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## THE ROOTS OF HEART DISEASE (Continued)

a healthy weight. We have to recognize that there are a lot of things going on in our environment that push us in the wrong direction and promote excess weight gain. Of course none of us has made a conscious decision to live an unhealthy life, but time is short and schedules are packed full, so as adults we tend to choose food based on convenience and taste rather than whether it is nourishing, and we take the car for short errands and sink down on the couch to watch television after a tiring day instead of taking a walk. Unfortunately, our children have followed our lead and are suffering the ill effects.

To turn the situation around, think about what you can do to help your children make better choices. In terms of eating, recognize that no matter how young they are, once your children are old enough to feed themselves, they make their own



Doctors often call upon exercise consultants to help a family find ways to integrate physical activity into their daily schedule.

decisions about what goes from hand to mouth. If you limit the available choices to healthy foods, you don't have to worry about which one your child grabs. Starting them off early with healthy choices gives them a head start on a healthy life.

If you run errands on foot, enjoy a neighborhood game of kickball or take your family for a weekend hike, you send a message that physical activity is an ordinary part of life and can be fun. These kinds of shared activities are good for health, but they have the added benefit of bringing the family together. Having fun makes it all that much better.

All of us have busy, hectic schedules and feel buffeted by outside forces that make it difficult to find the time and energy to make changes to our routines. But recognizing what a powerful impact this can have on family health and well-being makes it worth the effort.

**Stephen R. Daniels, M.D., Ph.D.**, is chairman of the American Heart Association's Council on Cardiovascular Disease in the Young and associate chairman of the Department of Pediatrics, Cincinnati Children's Hospital Medical Center.

A TIME Special Advertising Feature produced by TIME Marketing in collaboration with the American Heart Association.

Creative Services Director: Liza Greene  
Editor: Tim Callahan  
Art Director: Ray Rualo  
Production: Cindy Murphy

## Growing healthier kids

All children should be physically active, eat well and develop lifelong habits to help them remain healthy. Unfortunately, a growing number of youngsters fall short of that goal.

About 16 percent of the nation's children and adolescents are overweight or obese—about four times more than in 1963-65. This sets them up to become overweight adults and increases their risk of developing heart disease.

To encourage youngsters to live strong and active lives, the Alliance for a Healthier Generation, a joint program of the William J. Clinton Foundation and the American Heart Association, has joined forces with Nickelodeon to slow the increasing rates of childhood obesity.

To learn more about this innovative effort, log on to [healthiergeneration.org](http://healthiergeneration.org).

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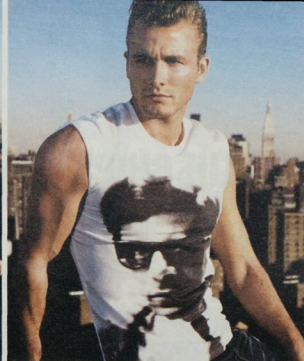
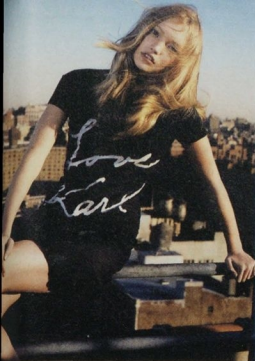
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**NAME GAME** The collection's not shy about its designer; it even gives him some face time

signing a Fendi fur coat, snapping a high-fashion photograph or discussing 16th century Spanish philosophy in one of his five languages, the world of less expensive clothes is new territory for him. Adding one more collection may be easy. Breaking into a crowded market filled with a vast array of established denim brands, T shirt designers and manufacturing powerhouses like Lauren and H&M (a company for which Lagerfeld created a hit one-off collection in

KARL LAGERFELD (2)

F A S H I O N

# Karl Comes to Conquer

He reinvented an icon at Chanel, but can Lagerfeld now captivate the T-shirt-and-jeans generation?

By KATE BETTS

**W**HAT DO YOU DO WHEN YOU'VE scaled the heights of fashion, designing some of the most talked-about collections on runways from Paris to Milan, and you've reinvented such iconic brands as Chanel and Fendi? Well, you come and conquer America, of course. And that's what Karl Lagerfeld, probably the most respected name in fashion, plans to do this week when he hits New York City with his latest venture: a name-sake collection for men and women that will be priced far below the four-figure price tags of Chanel.

The line, which offers distressed denim and logo T shirts as well as gauzy evening dresses and tailored suits, will be priced in the more accessible category often referred to as "bridge"

and currently dominated by brands like Lauren by Ralph Lauren and Marc by Marc Jacobs. (Dresses start at \$475, pants at \$275, and jeans and T shirts run from \$95 to \$255.)

It's certainly cheaper than Chanel, but please don't call it secondary: "I hate the notion of a second line," Lagerfeld says, on the phone from Paris where he was working on Chanel's fall 2006 line. "It's condescending and patronizing."

What will differentiate this line, according to Lagerfeld, is its real-world attitude. "It's much tougher than Chanel and more about the way people dress in everyday life," he says.

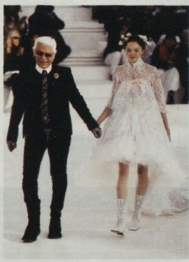
Manufactured in Hong Kong, Italy and the U.S., the collection is the result of Tommy Hilfiger's acquisition of the Karl Lagerfeld trademark in 2004. And while Lagerfeld is famous for his multitasking talents, whether that means cutting a Chanel jacket, de-

2004) is not. But Hilfiger is betting on Lagerfeld's popularity and design savvy to make the venture a success.

What's in it for Lagerfeld? Although he's a rock star in the fashion world, his name doesn't have the same mass appeal as Lauren's or Giorgio Armani's. With name recognition, as they have so amply proved, comes the ability to sell jewelry, watches, eyewear, home furnishings and lighting—all of which are popular for the Lagerfeld line. And the positioning has been cleverly conceived as ageless. "It's not age specific in the sense of price or style," says Ann Acierino, president of Karl Lagerfeld. "Department stores can put it in multiple places, and women can buy a mix of products and prices, which is how women dress now." Neiman Marcus liked the idea of more affordable Lagerfeld so much, it ordered up 40 looks the minute the plans for the collection were announced.

"I felt like the time was right for me to be in America," Lagerfeld says. He has launched himself in the U.S. with characteristic gusto: setting up shop in the same loft building as Martha Stewart's office in New York City's Chelsea neighborhood, purchasing an apartment near Gramercy Park and hiring a team of designers headed by the stylist Melanie Ward, a former creative director for Helmut Lang. And the collection is all about Lagerfeld, from his signature on one T shirt to the photo of the designer as a young man on another. In a first for the fashion industry, Apple will offer a video podcast of Lagerfeld's show on iTunes.

But perhaps most auspicious of all, Europe's fashion prince has been asked to pay a visit to America's kingmaker. That's right, he's going on *Oprah*.



PHOTOGRAPH BY BETTY

**RUNWAY RINGMASTER**  
The designer takes a bow at Chanel's couture show

# BEYOND THE BLUE CHIPS

For armchair speculators bored with Wall Street and willing to take calculated risks, a raft of spicy investment alternatives has emerged. You no longer need millions to bank on Picassos or ride the fortunes of a good Bordeaux. —By Jeremy Caplan



**ART** Unless you're plugged into a network of art dealers, buying into the market can be tricky, no matter how sharp your eye. But new art funds, such as London's Fine Art Fund, manage the selection and trading from a pooled fund. Downside: you can't hang the paintings at home.

## 14.5%

2005 gain for the Mei/Moses Art Index, based on repeat sales of artwork at auction

**HEDGE FUNDS** Like mutual funds, hedge funds are pooled investments, primarily in publicly traded securities. But they're generally more aggressive, employing riskier strategies such as trading options and selling short. Once the province of multimillionaires, some new hedge-fund pools, like Rydex's SPhinX, are available for initial investments of \$25,000.

## 9.29%

2005 gain for the Hedge Fund Research Composite Index, tracking 1,800 funds

**WINE** Interested in liquid assets? Instead of just saving a Cabernet and toasting its ripened value, investors can buy into various wine funds, such as the Australian Wine Index. An initial investment of about \$5,000 includes shipping, insurance and storage.

## 11.2%

2005 rise in value of the Vintage Wine Fund, a wine-investment pool



**GOLD** With bullion prices rising to levels not seen since 1983, traditional investors have shown renewed interest in gold. But rather than hoarding bars or investing in mining-company stocks, online traders can buy shares in a new gold exchange-traded fund (ETF) called StreetTracks Gold Trust, which mirrors the price of gold.



## 17.8%

2005 rise in the value of gold

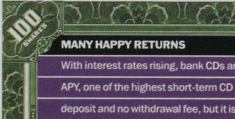
Available on the New York Stock Exchange, ETF shares are easy to buy and sell. A similar ETF for silver has been proposed but not yet introduced.

### SPORTS

In its inaugural season, Protrade.com's market lets investors trade shares in athletes whose "earnings" are mapped according to their on-field performance. Prices move up and down based on demand, and players earn dividends based on their statistics. For instance, shares in Shaun Alexander, left, rose steadily this season, as he helped the Seattle Seahawks reach the Super Bowl. The market is still in its infancy, but it's already rewarding smart "virtual" investments with cash prizes.

## 64.8%

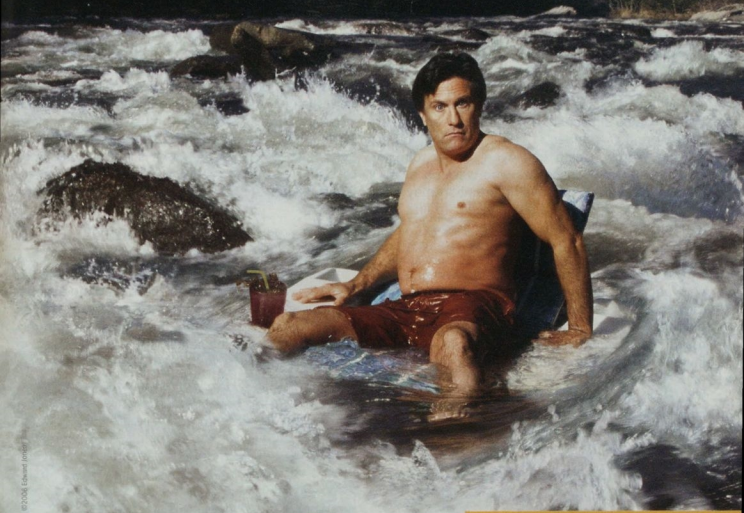
2005 gain in Alexander's simulated stock valuation on Protrade.com



### MANY HAPPY RETURNS

With interest rates rising, bank CDs are a safe investment choice for the risk averse. A six-month CD from ETrade.com now earns 4.75% APY, one of the highest short-term CD rates nationwide. • PayPal.com offers a money-market account with a rate of 4.38%, no minimum deposit and no withdrawal fee, but it is not FDIC insured. • Check Bankrate.com to compare and evaluate CD and savings-account rates.

# NOT BEING PREPARED FOR RETIREMENT DOESN'T MAKE MUCH SENSE EITHER.



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One minute, you've got plenty of time to prepare for retirement. The next minute, you're struggling to keep your head above water. So to help you achieve your retirement goals, Edward Jones recommends investment strategies that have proven themselves over the long term. For a free retirement review, contact your local Investment Representative at 1-800-ED-JONES or [edwardjones.com](http://edwardjones.com). Member SIPC.

**Edward Jones**

MAKING SENSE OF INVESTING



## Legal Notice

If you were a Time Warner Cable subscriber any time between January, 1994 and December, 1998, you may be eligible for free cable services from a class action settlement.

**Please read this Notice. Your legal rights may be affected.**

A settlement has been proposed in a class action lawsuit which claimed that Time Warner Cable sold its subscribers' personal information to other companies for marketing purposes. The settlement will provide free Time Warner Cable services to anyone who subscribed to Time Warner Cable at any time between January 1, 1994 and December 31, 1998, and was on a list of subscribers whose information may have been sold. If you qualify, you may send in a claim form to get free cable services, or you can exclude yourself from the settlement, or object to it.

The U.S. District Court for the Eastern District of New York authorized this notice. Before any free services are given, the Court will have a hearing to decide whether to approve the settlement.

### Who's Included?

You are a Class Member if you were a Time Warner Cable subscriber any time between January 1, 1994 and December 31, 1998, except if you are a Time Warner Cable employee, officer, director, or counsel. Only subscribers who were on a list of subscribers whose personal information may have been sold qualify to get free services. To find out if you qualify, call the toll-free number below.

### What's This About?

The lawsuit claimed that Time Warner Cable sold personal information about its subscribers to other companies, without first making the required disclosures of its practices to subscribers. As a result, the lawsuit asserted violations of applicable law relating to Time Warner Cable's privacy notice and disclosure practices from 1994-1998. Time Warner Cable denies it did anything wrong and does not admit any wrongdoing by this settlement. The Court did not decide which side was right. But both sides agreed to the settlement to resolve the case.

### What Does the Settlement Provide?

If you qualify, here is what you can get:

**Current Subscribers:** If you are a Time Warner Cable subscriber now, and your information had been available for sale, you can pick either: (1) one free month of any additional Time Warner Cable service that you don't already have, or (2) two free Movies On Demand.

**Former Subscribers:** If you are not a Time Warner Cable subscriber now, and your information had been available for sale, you can pick either: (1) one free month of any Time Warner Cable service with free installation, or (2) you can give your settlement benefit to someone else. If you pick HBO or Cinemax, you also can get a free month of The Movie Channel or Showtime.

**Your Free Service May Double:** Depending on how many people claim the free services, you may get double free services. If you claim a free service, you will be told later if it has doubled. You can find out more about the settlement benefits at the number or website below.

### How Do I Ask for the Free Services?

The detailed notice and claim form package have everything you need. Just call or visit the website below to get them. To qualify for a free Time Warner Cable service, you must send in a claim form. **Claim forms must be postmarked by July 24, 2006.** Once this settlement is final and becomes effective, you will be contacted regarding your claim for free service and be able to make your selection at that time.

### What Are My Other Options?

If you don't want to be legally bound by the settlement, you must exclude yourself by **March 24, 2006**, or you won't be able to sue Time Warner Cable about the legal claims in this case. If you exclude yourself, you won't get any free services from this case. If you stay in the settlement, you may object to it by **May 4, 2006**. The detailed notice explains how to exclude yourself or object.

The Court will hold a hearing in this case (*Parker v. Time Warner Ent. Co.*, Case No. CV 98-4265), on **May 19, 2006 at 10:00 a.m.**, before the Honorable I. Leo Glasser at the U.S. District Court for the Eastern District of New York, 225 Cadman Plaza East, Brooklyn, New York, Courtroom 5, to decide whether to approve the settlement. Time Warner Cable also has agreed to pay the four law firms representing all Class Members \$5,000,000 in attorneys' fees and costs, for investigating the facts, litigating the case since 1998, and negotiating the settlement. The Court also will consider whether to approve this payment at the hearing. You may appear at the hearing.

**1-800-291-3831**

**Please do not contact the Court  
www.twcsettlement.com**

# SASHA VS. SACHA: A VIEWER'S GUIDE TO KEEPING YOUR COHENS STRAIGHT

U.S. figure skater **SASHA COHEN** and British comic **SACHA BARON COHEN** share more than a moniker.

## NICKNAME

China Doll Ali G., Borat, Bruno

## SIGNATURE OUTFIT

Bejeweled tutu Too, too much jewelry

## NOTEWORTHY ACCOMPLISHMENT

Landing impressive triple-triple combinations on the ice

Landing an HBO show with a combination of three offensive characters

## BIGGEST THREAT

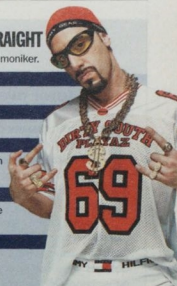
Will have to fend off Russian skater Irina Slutskaya for Olympic medal

Has to fend off libel-suit threats from the government of Kazakhstan

## REVEALING QUOTE

"I need to stop trying to become perfect and just try to become better"

"Yes, I z actually spasticated. I still ain't got full mobility in me main mixing finger"



## A VERY SHORT RIDE

It's not terribly surprising when a couple of kids like Britney and Justin or a couple of oddballs like Angelina and Billy Bob split up. But **LANCE ARMSTRONG** and **SHERYL CROW** had seemed different—steered by age (he's 34; she's 43) and serious about their commitments (seven Tour de France wins and nine Grammys don't come easy). Yet after a five-month engagement, Armstrong and Crow called it quits in a statement asking for "privacy during this very difficult time." O.K., though we are curious about what happens to the 6-carat rock she showed Barbara Walters last year.



## Q&A HARRISON FORD

In the new thriller *Firewall*, Harrison Ford plays a computer-security specialist taken hostage by identity thieves.

**Are identity thieves society's new villains?** It's not something I worry about personally. Trying to pass yourself off as Harrison Ford—it would seem to me you'd draw more attention to yourself.

**Have you ever had a desk job?**

No. I'd do very badly. That's why I'm an actor. When I left college and all my friends were going off to be professionals and do the same thing with the same people for the next 20 years, I couldn't imagine it.

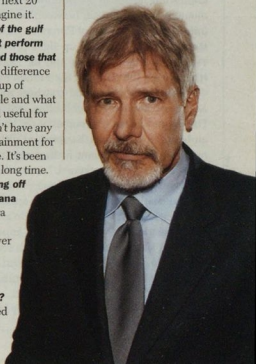
**What do you make of the gulf between movies that perform well commercially and those that win awards?** It's the difference between what a group of people find admirable and what a bulk of people find useful for entertainment. I don't have any problem with entertainment for entertainment's sake. It's been paying my bills for a long time.

**When are you dusting off your fedora for Indiana Jones 4?** The fedora is available. We're closer than we've ever been. I'm looking forward to it.

**Is your beard for business or pleasure?**

It's for a movie called *Manhunt*, the story

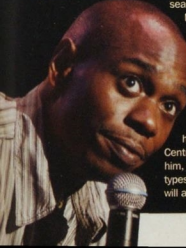
of the capture of John Wilkes Booth. I play an Army detective. **How's Calista?** She's fabulous, great. She's busy with [her 5-year-old son] Liam right now. **As a young man, you saw yourself as a character actor.** I didn't think there was a chance I'd become a leading man. I didn't look like one. I don't know what leading men look like, but they don't look like me.



## CHAPPELLE EDGES BACK INTO THE LIMELIGHT

**DAVE CHAPPELLE** fans, return to your couches. The comic, who disappeared to Africa just before the start of the much anticipated third season of *Chappelle's Show* last

May, is back on TV promoting his new movie, *Dave Chappelle's Block Party*. He told Oprah Winfrey he'd like to resume his show, for which he signed a \$50 million deal. "I don't want the money," said Chappelle, who spoke vaguely about giving it away. "I want to have fun again." His Comedy Central bosses have not heard from him, but they seem to be forgiving types. Says a spokesman: "Our door will always be open to him."



Andrew Sullivan

# Your Taboo, Not Mine

The furor over cartoons of Muhammad reveals the zealot's double standard

**T**HE ICONIC IMAGE OF LAST WEEK WAS IN THE GAZA STRIP. It was of a Palestinian gunman astride the local office of the European Union. All the diplomatic staff had fled, tipped off ahead of time. The source of the militant's ire? A series of satirical cartoons originally published in Denmark. Yes, cartoons.

A Danish paper, a while back, had commissioned a set of cartoons depicting the fear that many writers and artists in Europe feel when dealing with the subject of Islam. To Western eyes, the cartoons were not in any way remarkable. In fact, they were rather tame. One showed Muhammad with his turban depicted as a bomb—not exactly a fresh image to describe Islamic terrorism. Another used a simple graphic device: it showed Muhammad surrounded by two women in full Muslim garb, their eyes peering out from an oblong space in their black chadors. And on Muhammad's face there was an oblong too, blacking out his eyes. The point was that Islam has a blind spot when it comes to women's freedom. Crude but powerful: exactly what a political cartoon is supposed to be.

The result was an astonishing uproar in the Muslim world, one of those revealing moments when the gulf between our world and theirs seems unbridgeable. Boycotts of European goods are in force; demonstrators in London held up signs proclaiming EXTERMINATE THOSE WHO MOCK ISLAM AND BE PREPARED FOR THE REAL HOLOCAUST; the editor of the French newspaper *France-Soir* was fired for reprinting the drawings; Afghan President Hamid Karzai condemned the publication; and protesters set fire to the Danish and Norwegian embassies in Damascus. The Egyptian ambassador to Denmark expressed disbelief that the government would not prevent further reprinting. Freedom of the press, the Egyptian explained, “means the whole story will continue and that we are back to square one again. The government of Denmark has to do something to appease the Muslim world.”

Excuse me? In fact, the opposite is the case. The Muslim world needs to do something to appease the West. Since Ayatollah Khomeini declared a death sentence against Salman Rushdie for how he depicted Muhammad in his book *The Satanic Verses*, Islamic radicals have been essentially threatening the free

discussion of their religion and politics in the West. Rushdie escaped with his life. But Pim Fortuyn, a Dutch politician who stood up against Muslim immigrant hostility to equality for women and gays, was murdered on the street. Theo van Gogh, a Dutch filmmaker who offended strict Muslims, was killed thereafter. Several other Dutch politicians who have dared to criticize the intolerance of many Muslims live with police protection.

Muslim leaders say the cartoons are not just offensive. They're blasphemy—the mother of all offenses. That's because Islam forbids any visual depiction of the Prophet, even benign ones. Should non-Muslims respect this taboo? I see no reason why. You can respect a religion without honoring its taboos. I eat pork, and I'm not an anti-Semite. As a Catholic, I don't expect atheists to genuflect before an altar. If violating a taboo is necessary to illustrate a political

point, then the call is an easy one. Freedom means learning to deal with being offended.

Blasphemy, after all, is commonplace in the West. In America, Christians have become accustomed to artists' offending their religious symbols. They can protest, and cut off public funding—but the right of the individual to say

or depict offensive messages or symbols is not really in dispute. Blasphemy, moreover, is common in the Muslim world, and sanctioned by Arab governments. The Arab media run cartoons depicting Jews and the symbols of the Jewish faith with imagery indistinguishable from that used in the Third Reich. But I have yet to see Jews or Israelis threaten the lives of Muslims because of it.

And there is, of course, the other blasphemy. It occurred on Sept. 11, 2001, when fanatics murdered thousands of innocents in the name of Islam. Surely, nothing could be more blasphemous. So where were the Muslim boycotts of Saudi Arabia or Afghanistan after that horrifying event? Since 9/11 mosques have been bombed in Iraq by Islamic terrorists. Where was the rioting condemning attacks on the holiest of shrines? These double standards reveal something quite clear: this call for “sensitivity” is primarily a cover for intolerance of others and intimidation of free people.

Yes, there's no reason to offend people of any faith arbitrarily. We owe all faiths respect. But the Danish cartoons were not arbitrarily offensive. They were designed to reveal Islamic intolerance—and they have now done so, in abundance. The West's principles are clear enough. Tolerance? Yes. Faith? Absolutely. Freedom of speech? Nonnegotiable. ■







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